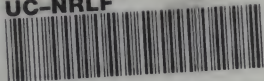


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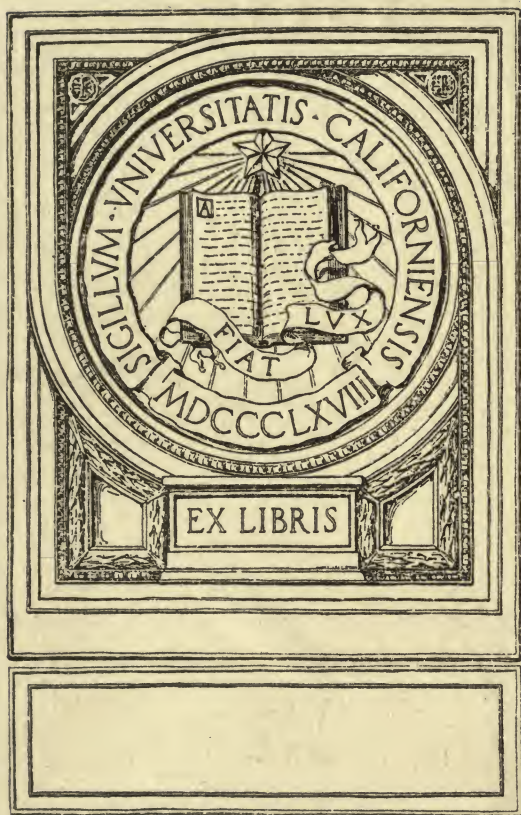


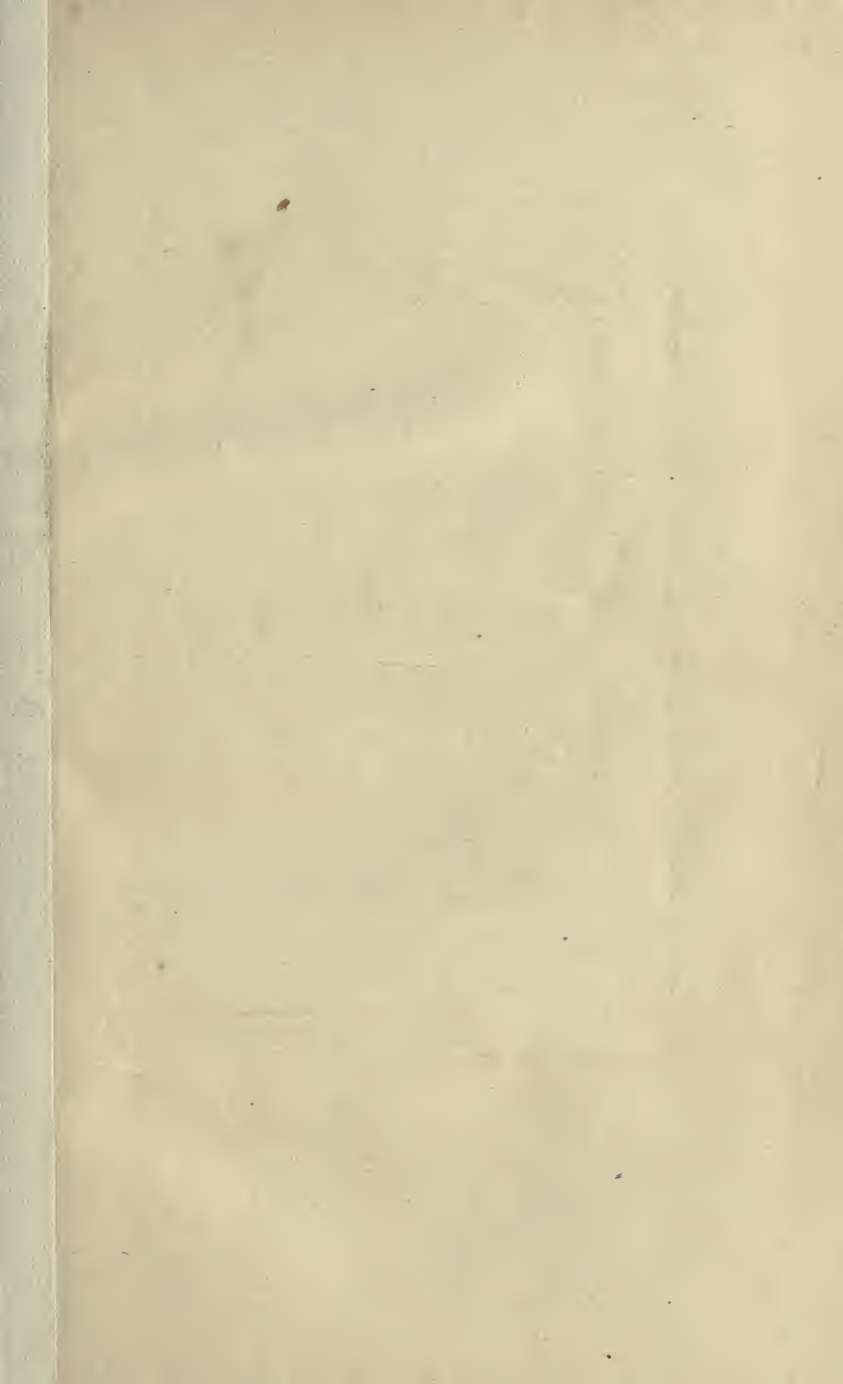
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HANDBOOK OF ADVERTISING

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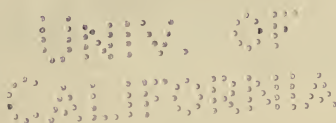
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HANDBOOK OF ADVERTISING

*A Manual for those who wish to
become acquainted with the
Principles and Practice
of Advertising*

BY
CHRISTOPHER JONES
" "



LONDON

SIR ISAAC PITMAN & SONS, LTD., 1 AMEN CORNER, E.C.

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PREFACE

THIS work has been designed to aid those who wish to become acquainted with the principles and practice of advertising, and its place in commerce. It contains a review of the present position of advertising, a plain statement of facts proved by actual experience, backed up by data, which will prove of considerable interest to those directly interested in the manufacture and sale of goods. The book will be of the greatest value to manufacturers and others contemplating an advertising campaign for the purpose of increasing their opportunities of output, as it contains the advice of an expert, both from the financial and practical standpoints, while students of business problems will find in it much that is sound and logical—the outcome of wide experience and careful observation.



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Handbook of Advertising

CHAPTER I

THE TREND OF COMMERCE

ALTHOUGH British manufacturers and traders are renowned for their enterprise, and granting that advertising as a business-bringing factor is now recognised by most concerns engaged in the manufacture and sale of goods, there nevertheless remains a large number of manufacturers and traders in this country to whom advertising has not yet been made to appeal. Some of these manufacturers, face to face with diminishing turnovers, and harassed by competition daily increasing in its intensity, are yet content to stand still, or endeavour to discover a way out of their difficulties in directions other than through the medium of advertising. Some endeavour to lower the cost of production of the finished article, or seek to obtain their raw material supplies in more advantageous markets, and by a series of economies in other directions, make up the deficiency in profits.

Whilst all these methods may, and doubtless do, achieve some results, they are, at the best, only palliatives. If a manufacturer looks too deeply into his cost of production, and endeavours, by means of the economies mentioned, to effect a saving, there is always the risk of efficiency being lowered, and what is worse, the standard of quality in the manufactured article being lowered also.

If we take it as being a fact, therefore, that the manufacturer who does not advertise his goods is faced with serious difficulties at the present time, a brief survey of the recent history of trade will furnish the reason for this state of affairs.

Up to within a few years ago manufacturers in this country sold what the retailer thought he could sell to the buying public at a profit, and the buying public, not so much through a lack of knowledge of their requirements, but rather in ignorance as to where their requirements could be obtained, were compelled to take what the retailer had to offer them and to pay the price demanded, or do without. These were undoubtedly the days of profit to the retailer, and of dissatisfaction to the general buying public.

But advertising, coupled with increased educational facilities, have made known to the people that there is no reason why they should take just what the retailer offers them. They have discovered that, if a local shopkeeper stocks a certain brand of goods, it is a hundred chances to one that other articles, similar in quality and possibly lower in price, exist and are available, if not at his shop then elsewhere. The retailer also knows this, hence it is to the advantage of both parties, if a sale is to be effected, that the buyer is informed of the comparative values between articles of similar characteristics or manufactured for similar purposes. The retailer does not stand in the same position as he did a few years ago. The buying public know quite as well as he does that the articles offered for sale over the counter are not of the retailer's own manufacture but have been purchased by him, and that if the articles are on sale in his establishment they will also be on sale in the establishments of his competitors.

The outcome of this has been the creation of a tendency

on the part of the buying public to trace the *origin* of the goods proffered to them by the retailer, just as the manufacturer insists upon knowing the source of his raw material supply, although the same motive for doing so cannot be said to be entirely applicable to the buying public.

Although this revolution in the attitude of the buying public has not been the outcome of any sudden impulse, it may be safely attributed to the fact that advertising has brought before the people the names and characteristics of certain products, and the buying public have come to demand these articles from the retailer as a direct consequence.

If this be true, then the buying public, and the public only, must be the objective of all selling schemes at the present time, seeing that the public are alike the most important factors in the success or failure of a business. The public are the purchasers,—wholesalers, retailers and travellers are but a means to an end, mediums the value of which to the manufacturer may be safely said to be a diminishing quantity.

The problem to be dealt with by manufacturers is, therefore, how can they reach the buying public?

The problem, the writer submits, can only be tackled in one way and that way is, through the adoption of advertising. If we assume, as already stated, that the buying public must be the objective if the manufacturer is to succeed, the buying public must consequently be reckoned with first if the manufacturer is to dispose of his goods, seeing that the public are at once the judges and ultimate buyers of his products, and if a demand for them on the part of the buying public can be created and fostered, wholesalers and retailers will be forced to stock them.

Another reason why the manufacturer should make

the buying public his objective is, that he knows quite well that retailers, as a class, are quite indifferent as to who is the manufacturer of the goods sold to them by the wholesaler. Frequently the retailer never comes into actual contact with the manufacturer of the goods he stocks, being content to do his business through the wholesaler. Logically, therefore, the wholesaler in this case owns the manufacturer's goodwill, and should disruption arise between manufacturer and wholesaler the latter would not hesitate to transfer his orders elsewhere, even though he may have built up and maintained his own connection with the retailers to a certain degree on the merits and price value of the goods supplied to him by the manufacturer.

In the case of the retailer, and his allegiance to any one manufacturer, this is invariably a negligible quantity. Tempted by price-cutting, amongst other things, there is not a retailer in the country but would transfer his business to a competitive firm, for the simple reason that he is out for profits, and sentiment does not form any part of his reasoning.

Further, and perhaps the most vital of all considerations is that, sooner or later, either the wholesaler or the retailer may discover that he can make the goods for himself cheaper than he can buy from the manufacturer. The eventuality therefore arises that he will enter the field as competitor, and, with his knowledge of the goods, added to the connection already established amongst the buying public, proceed to manufacture and sell for himself, thus reducing the manufacturer's turnover and consequently his profits.

The questions, therefore, that a non-advertising manufacturer should ask himself at the present time are,—how can I reach the buying public direct, gain their confidence and thus secure adequate recognition of the

articles manufactured by me? As it is important, in order to gain the confidence of the people, that I first make known the existence of my goods, how can I best accomplish this? And, as at present the wholesaler and retailer are the owners of my goodwill, how can I create a demand with the buying public so as to eliminate conditions at present existing, and safeguard to myself the possession of the goodwill of my business?

The answer to these questions is that advertising, in its broadest meaning, is the only effective way yet known.

CHAPTER II

THE ADVERTISING CAMPAIGN

IN the actual planning of a selling scheme, many difficulties and side issues present themselves. The most important is that no two commodities are exactly alike, and therefore no two advertising campaigns can be conducted on identical, or anything approaching identical lines, neither can any hard and fast rules be laid down in the planning of any system of advertising a commodity, as it will frequently be found necessary to modify or amplify certain details in the scheme to meet contingencies as they arise. Any outlined method of placing goods on the market must, therefore, of necessity be somewhat elastic in its application. For the purposes of example, however, the writer, in outlining a means through the medium of which the buying public may be reached with a fair degree of certainty, has chosen a staple article.

We will presume that a cloth manufacturer wishes to increase his output, augment his turnover with corresponding profit to himself, and safeguard his goodwill, and in selecting cloth as an example, the writer would here say that no other commercial commodity has such a future before it as has trade-marked cloth produced in this country. Hitherto the actual manufacturer of the cloth used in making up wearing apparel generally has been content to rely upon the wholesale clothier for the sale of the output from his looms, and any advantages due to the excellence of his article have been used by the clothier to increase *his* business. The buying public have but little knowledge of the cloths

produced by any single manufacturer, and indeed, it may be said that one of the reasons why the wholesale clothing trade is so profitable is that the average buyer of the finished article knows nothing about the quality, make or finish of the cloth furnished. The purchaser is quite at the mercy of the clothier, who sells him just what he thinks he will like. If a cloth looks well, handles well and is backed by the clothier's assurance that it will wear well, he is satisfied.

Wearing apparel is second only to food as a necessary article in demand, and the textile manufacturers of this country have hitherto not been as keen in seizing the possibilities in advertising their products as have been food manufacturers, manufacturers of household requisites, proprietary medicine exploiters and others.

It follows, therefore, if the manufacturer is to succeed in interesting the buying public in his goods, and thereby creating a steady demand for his articles to the exclusion of those of his competitors, that the first step taken must be to educate the public,—that is, the advertising at the commencement must be planned solely with the idea of informing the populace of the distinctive features in the cloth made by the manufacturer. For instance, if it is an all-wool fabric, it will be an easy matter for the manufacturer to introduce into his advertising literature incontrovertible arguments bearing out the superiority of woollen cloth over any other fabric, both from utilitarian and hygienic points of view. The public should be taught the names and distinctive characteristics of each grade of cloth manufactured, and new or seasonable fabrics should be brought before their notice. They should be taught that the fabrics manufactured by the advertiser stand for everything that the purchaser desires,—money value, finish, wearing qualities and general appearance.

The cloths should be trade-marked. This is an important essential, and it should be impressed upon the user that the trade mark is furnished as the manufacturer's guarantee. Although a trade mark has no value until it has been advertised a considerable time, as an asset to the advertiser and as a guarantee of quality to the consumer, it serves a double purpose, the value of which, to both advertiser and consumer, cannot be over-estimated. The manufacturing clothier affixes his label to the suit he turns out, but it is not in any way a guarantee of quality in the cloth. It may serve some purpose as an advertisement of the clothier's establishment, but, from the writer's observation, very few clothiers appear to realise the value of a trade-marked label, or the part it should be made to play in the assets of a business. And if the clothier does not realise the value of a trade mark, then the textile manufacturer's opportunity is increased in consequence.

The methods of advertising which it is proposed to treat are :—

- (1) Trade-marking the goods.
- (2) Press advertising.
- (3) Catalogues and booklets.
- (4) Outdoor publicity.
- (5) Postal advertising.

Before dealing with the foregoing, the matter of appropriation will require to be settled, that is, the amount of money the would-be advertiser has at his command and which he is willing to invest in advertising. A common type of would-be advertiser is he who has only a little money to spare, or who feels disposed to appropriate only a small sum for the purpose, fearing that the intangible nature of advertising brings it within the category of a "gamble." Another is quite

willing to invest a small sum at the outset, and to assign all the profits accruing, or the greater portion of them, for future appropriations.

But it will be found that the advertiser of either type referred to, who hopes to succeed in this way, will be disappointed with the immediate results. It may be urged by some that gigantic businesses, which are flourishing at the present time, and which, to all outward appearances, are still growing in importance, have been built up from modest commencements. This is perfectly true, but it must be remembered that conditions have changed, and the factors in advertising success which governed commercial conditions twenty years ago, or less, have long become extinct, and the inception of these flourishing businesses occurred long before competition reached its present pitch. The days of the modest appropriation advertiser have gone never to return. It is useless for anyone to hope for even moderate success unless he has sufficient capital at his disposal to start on a scale proportionate to the difficulties which he has to combat and to enable him to hold his own against competitive advertisers of similar products already in the field. An advertising appropriation must not only be large enough to ensure success, but it should be large enough to provide for possible failure, or discouragement at the beginning of, or mid-way in the progress of, the campaign. Contingencies and unforeseen difficulties have a knack of turning up quite unexpectedly at crucial moments, and it is just at these moments that, should the advertiser be lacking in the capital necessary to surmount them by increased advertising, all his previous efforts, and all his expenditure of money, will be wasted ; and the man who can foretell when these crises are likely to present themselves is just as rare an individual as he who can

clearly predict the actual results of any advertising campaign. By this, however, is not meant that an advertising campaign must, of necessity, be entered upon with the feeling that it is a hazard. Given certain conditions and normal opportunities, backed by sterling value for money, and intelligent direction of details, it can be made to yield excellent results. It is being done every day, but the exact ratio of profit to expenditure must always remain a matter of hope and speculation.

Under the conditions at present governing commerce and trade, it may be said that a business which is being newly started must advertise, and that an existing business, in order to progress, must advertise. In all matters of commercial enterprise the natural limitation is the amount of money available for various purposes of expansion, and as it may be taken for granted that advertising in an adequate manner is part and parcel of the general proposition arising in any new business, the capital asked for on the prospectus announcing the formation of a new company, should embrace an amount to cover this expenditure. This has been recognised by more than one successful business magnate.

In embarking upon the exploitation of a manufactured article it is always essential that the production be commensurate with the capacity of the business. It may be urged that it is difficult to estimate the amount required to advertise a manufactured product successfully, but just as a technical man can estimate more or less accurately the amount of stock, machinery, plant, labour, etc., required to give a certain output, those whose business it is to be acquainted with the ins and outs of advertising methods and campaigns, can gauge, to some approximately workable degree, what amount of money is necessary to ensure advertising results proportionate to the amount expended. It is noteworthy

that one often sees in the prospectus announcing the flotation of a new business, that great stress is laid on what can be done in the way of efficient manufacture of the article and what the product is expected to sell at, these results being based on a limited period and a limited output.

Although the capital asked for often allows a profit margin for general exigencies, very rarely do promoters candidly recognise that capital is required for advertising purposes.

In order to gauge what proportion should be estimated in regard to the advertising of any particular article, as much consideration should be given to the advertising proposition as would be given to location of the works, and all the other essentials necessary for the successful production of the article. In many cases much time and money would have been saved had this problem been tackled on the formation of a concern rather than left to be adopted later as a sort of compulsory expenditure after the remainder of the financial and other arrangements had been completed. There seems to be a neglect on the part of many enterprisers to realise that advertising is a necessary part (and should, for that reason, be an integral part) of the arrangements of a commercial venture, and any scheme having for its object the marketing of a manufactured product, especially if that commodity comes into direct competition with other commodities, or is used as a substitute, should embrace sufficient financial provision to carry out a well considered advertising campaign.

In the case of a business which has been established for a considerable time, the problem of the advertising appropriation will be simplified to some extent. Experience will enable the manufacturer to adjust and modify his arrangements in accordance with the results achieved

by the various methods of marketing the goods which he has, in the ordinary way of business, adopted in the past, but it must not be expected, once advertising has been embarked upon, that it can ever be wholly dispensed with, although there is no doubt that, at the conclusion of a well balanced and widely effective advertising campaign, the cumulative effects can be maintained to an appreciable degree by continuing to advertise through the most effective, but not necessarily the most expensive, channels discovered in the progress of the campaign. The experience thus gained will enable a certain amount of pruning to be done without loss of efficiency, but in the commencement seeds must, of necessity, be sown more or less broadcast. Some of the money spent may apparently achieve no tangible result, although it will be impossible to say that any one advertisement has achieved nothing, because even the most ineffective advertisement is an announcement of the existence of the business, if nothing else.

It is a well known fact that traders who desire to open a retail shop will often pay a comparatively large premium for the option of securing a desirable site, and it often occurs that those who have paid the largest premiums for the best site procurable are those who reap the greatest benefits.

If it is recognised, therefore, that it is necessary to pay a premium in order to put one's trade before the public at a desirable point, it cannot be expected that a new man can enter into competition with all the manufacturers of the same class of goods, without being willing to pay a premium in order that the buying public may be informed of his existence and the existence of his goods. The initial expenditure in an advertising campaign, may, therefore, be defined as a premium which, amongst other things, has to be paid for a new

manufacturer's footing in the commercial world,—that is, if it is economically sound to pay a premium for bringing one's goods before the notice of the buying public by the purchase of a desirable site, it is equally as economically sound to pay a premium to bring one's goods before the buying public by means of an advertising campaign. Once having become known to the public, the manufacturer or dealer will require to maintain the demand created for his goods, and also, if he is progressive, to extend his operations in other directions.

Where a business has been in existence for some time, and by the customary methods of selling, whether by travellers, agents or other channels, it has established a connection which may apparently be profitable, there sooner or later comes a time when such a business may cease to progress, and, once having ceased to progress, there is always the danger of a retrograde movement being set in motion. This is very often one of those crucial points in the history of trade, when manufacturers with old-established connections and prejudices, begin to think that there may be something in advertising. This feeling is often engendered by the fact that so many of their competitors advertise without apparently losing by what old-fashioned people call speculation, but there is always a danger in advertising, when considered at a point like this, that it may be foredoomed to failure by being inefficiently planned, imperfectly understood, or carried out with a lack of the enthusiasm necessary for its success.

As a rule, in the case of a going concern with an established trade to its credit, there is no great need to cast about in order to discover the most effective channels through which the advertising may be conducted, as the experience already gained in the business and the class of people who buy the goods will enable one understanding

the art of advertising to grasp the importance of the most suitable channels through which the advertising may be directed.

The amount required to be appropriated for the purposes of advertising will naturally vary according to the nature of the business and the expansion looked for, but whether in the case of a new business or an established concern, the initial advertising appropriation should not be regarded as a trading expense of the period in which the advertising is being undertaken, but should be viewed as a capital outlay or investment which will not yield all its results immediately.

With regard to the methods of allocating appropriations of this description, this will, of course, depend upon the amount of money available, but if an established business, wishing to enter upon an advertising campaign, were to appropriate out of its reserve capital, a sum sufficient for the purposes of carrying out the advertising, and create a fund with the sum thus appropriated, until an increase in actual results took place, all the expenditure necessary could be drawn from the fund thus created, and when an increase in the profits resulted, brought about by the advertising campaign, a portion of the additional profits could be used to reinstate the fund. By this means it will be seen that as the advertising began to yield results, the capital outlay originally appropriated would be entirely reinstated, and the normal advertising expenditure borne by each trading period as paid,—that is, the same principles should be adopted with regard to initial outlays in advertising as would be adopted in the opening up of a new branch of an existing business which required a sum to be paid in establishing its position, apart from the actual outlay required for fixed plant, machinery, etc. This latter is being done every day, the expenditure being recouped

out of the proportionate profits spread over a number of years. All manufacturers recognise that, in establishing a branch, such branch must be put on a proper working basis, and in respect to an established concern, the beginning of advertising should be regarded in the light of opening up a new branch of its business and the expenditure required treated in the same way in regard to its effect on the business and its resources.

CHAPTER III

TRADE MARKS

ONE of the most valuable advantages of a trade mark is that the risk of substitution is reduced to a minimum. Substitution has been defined as an attempt on the part of a seller to palm off on to the buyer something claimed to be just as good or better in quality than the actual article asked for. The law on the subject is too intricate to admit of its being dealt with here, but speaking generally, if a purchaser went into a shop and asked for a length of a particular firm's cloth, and the shopkeeper tendered and finally sold to the purchaser cloth of another make, quality and price, it would be held that "substitution" had occurred and the seller would render himself liable in law. Recent cases before the Courts, however, point to the fact that, as deception has first to be proved, it is not an easy matter to bring a case home to the satisfaction of legal authorities, to the extent necessary to obtain an injunction against the perpetrator. For this reason, therefore, and the extent to which substitution is being carried on in retail circles at the present time, the manufacturer in selecting his trade mark will do well to see that it is as distinctive and protective as it can possibly be made. He should also have a general search made amongst the trade marks of his competitors, and profit by their experience in securing a registrable trade mark for his own commodity. He will also do well to consult some expert conversant with the value of trade marks from an advertising point of view, so as to preclude the possibility of its

value in this direction being depreciated by incongruity of design or lack of euphony in the word or words used.

Apart from the risk of substitution, there is also the risk of actual infringement to be guarded against.

To aid the manufacturer, the following brief particulars, gleaned from the Trade Marks Act, 1905 (an Act framed for the purpose of eliminating the intricacies which, prior to the Act, surrounded the law on trade marks,) will be found of service.

The Act provides that a registrable trade mark must consist of at least one or more of the following distinctive essentials:—

1. The name of a company, individual or firm represented in a special or a particular manner.

2. The signature of the applicant for registration or the signature of one of his predecessors in business.

3. An invented word or a number of invented words.

4. A word or words having no reference to the character or quality of the goods not being according to its ordinary signification a geographical name or a surname.

Clause 1. provides that the name of a company, individual or firm *represented in a special manner* is registrable. Thus if the word "Smith" may be considered registrable, provided it is embodied in a design distinct from ordinary printed matter, the words "Smith's Tweeds" appearing in ordinary letterpress would not be registrable as a trade mark.

Clause 2 is self-explanatory as a signature will invariably carry with it the distinctiveness necessary for registration purposes.

Clause 3 provides for the form of trade mark most popularly resorted to by advertisers. By the exercise of some ingenuity a "coined" word, capable of being registered, may be produced which will appeal to the

buying public, and impress itself upon the memories of readers of advertising matter. The words "Oxo," "Lemco" and others are household words wherever civilisation obtains.

Clause 4 is somewhat difficult of explanation, especially seeing that, for advertising purposes, one would naturally aim at securing a name calculated to convey to the buying public the characteristics of the article represented. Under this restriction, however, the employment of any descriptive matter, applicable to the article represented, would not constitute a registrable trade mark.

The Act also provides for coloured trade marks, which is a great advantage to the trade mark user. It enables colours, which are definable by name, to be taken into consideration as bearing upon the question of distinctiveness in characters or marks. Hitherto it has been necessary for a trade mark to have distinctive features apart from colouring to make it registrable. The Trades Mark Act, 1905, does away with this. Further, "if and so far as a trade mark is registered without limitation of colour it shall be deemed to be registered for all colours."

Clause 18 gives notice that unless the registration of a trade mark is completed within twelve months from the date of application the registrar may "after giving notice of the non-completion to the applicant in writing" cancel the application.

A trade mark in Great Britain holds good for fourteen years from the date of the original application for the registration of the trade mark. At the expiration of this period the holder may apply for a renewal of the trade mark for another fourteen years, and so on, as this option is exercisable on the original registration of the trade mark.

In respect to the classification of goods, these are divided into fifty classes in the new Act. From this, however, it must be borne in mind that the registration of a trade mark in one particular class of goods does not preclude the right of other persons to register the same trade mark, or a similarly designed or fashioned or coloured trade mark, in another class of goods. The difficulties attendant upon the occurrence of such a possibility are not, however, for obvious reasons, likely to be important.

Clause 22 provides that "a trade mark when registered shall be assigned and transmitted only in connection with the goodwill of a business for which it has been registered, and shall be determinable with that goodwill, but" that the right of assignment on the part of the proprietor of a registered trade mark during the existence of the goodwill is permissible." Should, therefore, a person become possessed of the goodwill of a business, he must remember that the mere possession of the certificates of registration of the trade marks of the business, which would be handed over to him in the usual way on the completion of the purchase arrangements, are not sufficient to enable him to take action in case of infringement. He should at once ascertain, when taking the business over, the exact title, design and character of all the trade marks used in the business which he has acquired, and see that the registrations are properly transferred to him and that his name appears on the register as being the proprietor and holder of them.

"Associated trade marks," that is, a series of trade marks registered as being applicable to "the same description of goods which, while resembling each other in the material particulars thereof," yet differ in certain respects, are assignable but "only as a whole and not

separately." Thus it is impossible for the holder of certificates of registration of a series of trade marks to assign any portion of that series piecemeal. The assignment will require to be in respect of the whole series as registered.

The Act also provides that no person holding an unregistered trade mark—unless the trade mark was in force prior to the year 1875,—can institute proceedings to recover damages for infringement.

Certain restrictions are also laid down governing the use of the Royal Arms in trade marks, but full particulars of these restrictions may be obtained on application to the Secretary of the Warrant Holders Association,—an Association formed, *inter alia*, for the purpose of suppressing all unwarrantable attempts to embody the Royal Arms in trade marks, on labels, cartons, letter headings, etc., calculated to convey the impression that the proprietor of the trade mark is a Royal Warrant holder. The following extract from the Act defines the limits placed on the use of the Royal Arms in trade marks:—

"If any person without the authority of His Majesty uses in connection with any trade, business, calling or profession the Royal Arms (or Arms closely resembling the same as to be calculated to deceive) in such a manner as to be calculated to lead to the belief that he is duly authorised to so use the Royal Arms, or if any person without the authority of His Majesty or a member of the Royal Family uses in connection with any trade business calling or profession any device emblem or title in such a manner as to be calculated to lead to the belief that he is employed by or supplies goods to His Majesty or such member of the Royal Household he may at the suit of any person who is authorised to use such arms device emblem or title or is authorised by the

Lord Chamberlain to take proceedings in that behalf, be restrained by injunction or interdict from continuing to use same : provided that nothing in this section shall be construed as affecting the right of any proprietor of a trade mark containing any such arms device emblem or title to continue to use such trade mark."

CHAPTER IV

PRESS ADVERTISING

TURNING now to publicity through the medium of newspapers, magazines and the like, and, in the opinion of some, no advertising scheme can be said to be complete without this form of publicity, the first question which will have to be considered is the nature of the media through which the manufacturer shall make his goods known to the buying public. So much has been written on the value of newspapers proper as against magazine space, and so many valuable figures published by newspaper proprietors and others for the purpose of aiding the would-be advertiser in his selection of media, that it is unnecessary to enlarge on what has been already written. It is questionable, however, seeing that the London dailies and weeklies (as distinct from the provincial press) cover as they do so thoroughly the whole of the provincial towns of any size, whether they do not fulfil all the advantages attributed to the provincial newspapers. Some advertisers, nevertheless, give a prominent place in all their schemes to the provincial press, and some have found it profitable to confine all their appropriations in press publicity to this form of media. It may be correctly affirmed that the provincial newspaper is pre-eminently the paper for the home, seeing that it is generally read by most members of the family. In it the parent finds notes relating to local affairs, the participators in which are very real persons to him. The members of the family interested in sport, society notes and local functions, deaths,

marriages and a hundred and one things that mark the individuality of provincial life, find plenty of interest to them in the pages of their daily or weekly paper. Granted that this is so, then the provincial press is full of potentialities for successful results from advertising. On the other hand it must be admitted that the majority of provincial papers are sadly behind the London dailies and weeklies in the matter of letterpress, display of blocks and lay-out generally, whilst the charges for space are not much lower than those of the London dailies and weeklies circulating so effectually over the provincial areas.

For the article here cited, however, the magazines are unquestionably of more value as an advertising medium than either the London or provincial dailies or weeklies. The life of a magazine is longer, its pages are read more carefully, consequently the reiterative and permanent value of an advertisement appearing in the pages of a magazine is relatively greater.

If it were possible to ascertain with any degree of accuracy the circulation figures of the leading monthly magazines, and if these circulation numbers were multiplied by five—a fair figure representing the total readers of any one copy of a magazine,—some idea would be gained as to the size of the audience at the disposal of the magazine advertiser.

In placing advertisements, the manufacturer will do well to employ the services of a reputable agency, as apart from the fact that some publishers will accept advertisements only through an agent, there is also the chance that the agent will be able to get better terms and better positions than would the manufacturer if he placed his matter direct. There are numerous first-class agencies in this country, so that the manufacturer need not go to much trouble in the matter of choice. The point

to watch, however, is that the agency is free from any combine, that it does not "farm" out space, and that it has handled advertising matter similar to the manufacturer's and handled it successfully. Most agencies can demonstrate their capabilities in this direction, but if they cannot, then the manufacturer should have nothing whatever to do with them.

The agent will probably charge a fee for drawing up the "copy," and a commission based upon the aggregate value of the space purchased through his medium. Some agents do not charge any commission to advertisers, being content with the remuneration they secure from the newspapers, but almost every agency looks to the advertiser for some remuneration for drawing up the "copy," which is only reasonable. If the manufacturer does not feel himself competent to draw up his own "copy," or if he has no one on his staff with sufficient knowledge of the article, and literary ability to do it for him, he should let the advertising agency do this work.

In addition to this, when it comes to estimating cost of space from the newspaper rate cards, it requires the assistance of an expert. Newspaper rate cards, as the example given on p. 33 will show, are very complicated pieces of literature, because in addition to the regular rates, and prices for special positions, etc., there is frequently a long list of classified advertising charges, capable of being understood only by someone who has had considerable experience in buying space.

There are several forms of press advertisements, but the principal are "illustrated" advertisements, containing letterpress forming the body of the advertisement, the illustration being employed merely for the purpose of attracting the eye of the reader and inducing him to read the printed matter; "reader" advertisements,

that is, printed matter set up either immediately under or next to genuine news matter : and " all-letterpress " advertisements, relying on the logical and forcible reasoning contained in them to attract and interest readers.

Of the three types of advertisements referred to, the illustrated advertisement finds most favour in magazines. This is due to the fact that the paper used in magazine printing is peculiarly adapted to the reproduction of artistic matter. A glance through the magazines will show that the illustrated advertisement preponderates over other forms of publicity matter to the extent of something approaching 80 per cent.

The utility of " reading matter " advertisements has been the subject of considerable discussion amongst advertisers recently. Some are of the opinion that the fact of the reader having reached the end of the printed matter and finding that " it is only an advertisement after all " produces an effect directly opposed to the object for which it was inserted. There is a great deal of truth in this, as unquestionably a certain class of people resent the suggestion that they have been lured into reading something which they thought was genuine news matter, only to find that it has been inserted for the purpose of bringing some advertiser's wares before their notice. The writer's personal opinion is that reading matter advertisements, in the greater majority of cases, defeat their object by creating a feeling of resentment in the minds of readers, a frame of mind directly antagonistic to the desire of the advertiser himself. It is infinitely better, from all points of view, to employ genuine copy, having the appearance of a genuine advertisement, well illustrated and well written, trusting to the excellence of the advertisement itself to bring about results. Anything in advertising matter

CONSISTENT QUALITY.

EVEN as the proverbial chain is strong only at its weakest link, so can "ALL-WOOL" fabrics be classed as good, better and best only to the degree of their quality in their weakest features. Expert designing of patterns, made of pure wool combed under the most hygienic conditions, woven by experts in the latest type looms, carefully dyed and guaranteed fast to light, perspiration and all other tests,—artistic finish.

The "ALL-WOOL" fabric is good all through.

The Trade-Mark below is a guarantee of this.

JOHN BLANK & SONS, LTD.,

Express Woollen Mills,

Blanktown, Yorkshire.

(Specimen of all-letterpress advertisement for trade papers.)

WHAT ALL-WOOL MEANS.

AN All-Wool fabric is one that contains no cotton or other adulterant.

An All-Wool cloth is the only cloth that will not fade, cockle or grow shabby looking.

An All-Wool fabric is the only fabric that lends itself to high-class tailoring.

It is sometimes impossible for an expert to distinguish an All-Wool fabric from one that is adulterated by merely looking at the cloth or feeling it.

Our Booklet No. 2 explains the essentials of "ALL-WOOL" fabrics. A postcard will bring it to you.

J. BLANK & SONS, LTD.,

Express Woollen Mills,

Blanktown, Yorkshire.

Trade Mark.

(An educative type of all-letterpress advertisement.)

MODERN METHODS.

IN the whole industrial world to-day there is no business in which it is so vitally necessary that what are commonly known as "modern methods" be employed as in the manufacture of clothing: no business the product of which is so subject to such relentless and scathing criticism: no business in which every detail of quality is so absolutely essential to both manufacturer and retailer: no business in which competition is so keen or defective merchandise more fatal to success.

For twenty years we have manufactured and sold through wholesalers "ALL-WOOL" fabrics, and have invariably endeavoured to give every penny of value possible at the moderate price per yard we charge for our goods,—and with the well-earned reputation of being amongst the most reasonably priced manufacturers, and producing a range of fabrics unapproached by our rivals,—we will, with the aid of one of the most modern manufacturing plants in the trade, adhere to the reputation of our house.

Our Trade Mark is our guarantee of quality. It guarantees to the clothier what we say in the foregoing.

J. BLANK & SONS, LTD.,
Express Woollen Mills,
Blanktown, Yorkshire.

Trade Mark.

(An all-letterpress advertisement for trade papers.)

which puts the reader in a frame of mind other than that of interest in the article or proposition advertised, cannot achieve any good results.

"All letterpress" advertisements are generally favoured by advertisers having a definite proposition to put before the public, capable of being argued out and proved logically and conclusively in cold type. Such advertising copy needs very careful compilation, and the writer of such copy will require to possess abilities much above the average advertisement compiler, as the proposition in question must be made to appeal to those readers who are sufficiently intelligent to realise the advantages which are clearly demonstrable and palpably incontrovertible from the advertiser's point of view. Insurance, financial, land and house purchase advertisements fall under this heading, but there is no reason why a cloth manufacturer should not adopt this class of press publicity, especially in his trade-paper advertising, seeing that only cold facts are likely to interest his trade buyers, and that any flights of fancy or appeals to sentiment would fall short. Another point in press advertising is the utility of the coupon as a means of bringing replies and enabling the advertiser to tell with a certain degree of accuracy the value of any particular medium. The coupon is perhaps the only exact way by which the advertiser can do this, because if he were to resort to the method sometimes adopted of requesting readers to apply to Desk No. 5 or Dept. No. 6, there is always the possibility that the reader will fail to mention it in his response, thus making it impossible for the advertiser to tell from which source the application for patterns or price lists emanates. There are, however, disadvantages in the use of the coupon, the principal of which is that it necessitates mutilation of the page before it can be posted to the

[illegible]

advertiser, and naturally many people are averse to mutilating their magazine pages.

Press advertising, however, may be summed up by saying that as an educative branch of advertising it can be made to act as an advance to the distribution of more pretentious and explanatory printed matter; that it can be made capable of great reiterativeness in impressing the name and salient features of the article upon the buying public, and keeping the impression there, but as a form of general publicity it is relatively more expensive than other methods described in a later chapter, and the results derived, other than in mail order advertising, are more difficult to trace than those achieved through other mediums of publicity.

A careful record should be kept of each advertising contract and a card used for each paper in which advertisements appear. When the contract is placed through an agent it should be stipulated that the necessary particulars of rates, etc., should be furnished, but special attention should be paid to the relative cost of the expenditure in comparison with the results obtained. These cards form a valuable guide to the advertiser in the selection of media for future appropriations.

The card, shown on page 31, though more applicable to direct advertising, will be found useful should the advertiser wish to keep track of enquiries emanating from his advertisements.

All letters received should be carefully sorted out and arranged under the different "key" numbers resorted to by the advertiser, and the number of replies filled in the space provided. A card should be used for each advertisement appearing in each paper.

DAILY RETURNS REPLIES RECEIVED

[illegible]

ADVERTISEMENT SCHEDULE

Name and Address -----

Amount of Appropriation -----

To cover a period of -----

Publications.	Space in ins. @	January.	February.	March.	April.	May.	June.

Form used by advertising agents in submitting press advertising schemes.

SPECIMEN RATE CARD

<i>Trade Announcements.</i>							
		Ordinary position		With word "advt."	£	s.	d.
Per inch, type or block	1	5	imperative per line		3	6
Per column	27	10				
Per double column	55	0				
Per half-page	96	5				
Per page	192	10				
				<i>Miscellaneous.</i>			
		Next matter positions		<i>Public Companies, Banking, etc., etc.</i>			
Per inch	1	10	Four lines ..		7	6
Per column	30	0	Per line afterwards ..		1	6
Per double column	60	0	Per inch		1	5
Per half-page under matter	115	0	Single column ..	25	0	0
Per page special position	231	0	Double column ..	55	0	0
				<i>Auctions, Shipping, Official, Legal, Ordinary Setting</i>			
				Per line		1	0
				Tabulated, per inch ..		15	0
				Displayed, type or blocks per in. ..	1	0	0
				<i>Charities, Amusements, etc.</i>			
				Three lines ..		3	0
				Per line after ..			9
				Per inch ordinary ..		12	0
				Per inch displayed ..		1	0
				<i>Prepaid Classified Advertisements.</i>			
				<i>Houses, Situations</i>			
				<i>Servants, etc.</i> ..		1	0

NOTE.—Length of column, 21 ins.; width, 2½ ins.

Advertisements for both Saturday's and Sunday's editions must reach us before 5 p.m. on Wednesday in each week. No contracts cancelled after 5 p.m. Wednesday.

(Here generally follows conditions governing the publication of advertisements defining the proprietors' right to refuse, etc., declining responsibility for loss or damage to blocks, etc., etc.)

CHAPTER V

CATALOGUES, PRICE-LISTS AND BOOKLETS

FOR the purposes of description, a catalogue may be defined as a publication informing buyers of the essential differences between the goods the manufacturer has for sale, with brief descriptions to aid the buyer in his selection. A price-list, broadly speaking, is a list of names and prices of goods lacking the more comprehensive details and particulars contained in a catalogue. A booklet is essentially an educative publication, intended for the purpose of disseminating information which could not be included in either a catalogue or price list.

CATALOGUES

Catalogues are amongst the oldest forms of advertising. There is probably not a business in the country but which issues, at some period of the year, a catalogue in more or less pretentious form dependent upon the class of goods sold and the resources of the firm. Some of the catalogues reaching the hands of business men vary from 2 ozs. to 6 lbs. in weight, and contain from 10 to 500 pages. Some are bound in flimsy style, and others in book form equal to a six shilling novel in binding. Some contain the crude woodcuts of fifty years ago, and others are illustrated with the aid of the latest discoveries in typography. Some are worth keeping for reference, and others find their way—a well-deserved way—into the wastepaper basket. Some are designed with the apparent object of chilling the recipient with the severity of their get-up. Others outrival the penny picture books of our childhood days.

All no doubt do some good, otherwise the compilers would not continue to send them out year by year, or possibly it may be because they imagine that if their catalogue did not reach the hands of customers year after year those customers would assume that the firm had gone out of business altogether, or, if they were inclined to be ungenerous, that they lacked funds necessary for the production of an annual catalogue.

Catalogues, then, being amongst the oldest forms of advertising, it is perhaps not surprising that the majority of them present so little of what is *real* advertising at the present time. A trained man can discern in a moment whether a catalogue will have the effect it is compiled for, that is, to sell goods. Hundreds of firms using this form of publicity for many years have got so deeply into the rut that their catalogues have become useless as business-bringing factors, so much so that many of them are not worth the paper they are printed on. They have got into the way of utilising the old woodcuts which have so long been shown in the pages of their annual catalogue, and have never changed from the old-fashioned printer who has handled the catalogue for so many years, that it takes long and strenuous effort to move them out of the groove in which they have travelled. When any alteration suggests itself to them they look round at the catalogues of their competitors, and either seek to copy them or introduce some of the features lacking in their own production, believing that if their competitors find their catalogue good enough,—especially if competitors appear to be flourishing,—it is good policy to follow on the same lines. The issuing of a catalogue is the annual *bête-noir* in these old-fashioned concerns. It is turned over to almost anybody in the office, and if the office boy showed some signs of literary ability, or more than the average

intelligence, the writer believes that some firms would hand it over to him. It comes out late in the season, the arrangement is crude, the blocks badly placed and the descriptions inadequate and unconvincing.

Catalogue compiling is a very distinct and technical branch of advertising, especially when catalogues are large and the illustrative section difficult of arrangement and construction. In a large trade catalogue the cost of woodcuts, electros and stereos alone is usually a formidable item, to say nothing of the unnecessary cost of revisions and corrections in proofs and the lay-out if inefficient handling occurs at the outset.

The primary object of a catalogue is to sell goods. It should be framed to take the place of a traveller, and should convey to the recipient just that amount and quality of sound reasoning and persuasion that the manufacturer would expect his traveller to use were he calling upon the recipient in person. A very excellent production of its kind came into the hands of the writer the other day. It was prefaced with the remark, "they could not send their traveller, so I have been sent instead." The whole purpose of a catalogue is thus given in a nutshell.

Just as a traveller is expected to sell goods, which he is paid to do, so should a catalogue be made to sell goods, as it is for that reason and that reason only that the expense of its compilation and production has been incurred.

Turning now to the actual compilation of a catalogue, the manufacturer should make a survey of all the woodcuts, blocks and other illustrative matter at present in his possession. Any obsolete designs should be destroyed and the metal plates sold to the scrap metal dealer. There is no reason why an illustration which has appeared in a catalogue for the past ten years or more under varied

names and descriptions should remain there indefinitely. It should be subjected to criticism as to its value as an illustration. If it is a standard article, and its value for descriptive purposes has been proved, then it might be allowed to remain, but even then it is questionable whether or not an entirely new illustration of the standard article would be more advisable.

From the stock of electros, etc., on hand, it will probably be found that, with a little manipulation, an existing block can be made to serve the purpose for a new issue of a catalogue, or it may be frequently discovered that a block on hand is too large for the lay-out under consideration at the moment. An inexperienced person would probably go to the expense of procuring another block of smaller dimensions, whereas it is possible, in many cases, to have the entire pages set in proportion to the large illustration appearing on the block and bring the page down, type and all, to the standard size. In doing this, however, it will be necessary to call the printer in to advise, otherwise the result will probably be an unsightly production from a typographical standpoint. Again, manufacturers will need at some time or other a reduced pocket catalogue or an abbreviated price list for special purposes. In this case it should be remembered that it is quite unnecessary to set up an entirely new list when it is possible to get a reduced plate made from the standard catalogue at a minimum outlay. In arranging the catalogue a good printer can generally render valuable assistance, but the manufacturer should see that typography is used solely as an adjunct to salesmanship and nothing more, as his object is to secure a catalogue which will effectively illustrate his goods, and not a production which will convey to the recipient the impression that the manufacturer has copied a type-founder's catalogue.

Every catalogue should be prefaced with suitable explanatory matter, but it will entirely depend upon the class of person to whom the catalogue is to be sent whether this explanatory matter will be read or not. Some advertisers consider it a disadvantage to embody a preface in their catalogue, believing, and rightly so in some instances, that it is rarely read, either through lack of time or inclination on the part of the recipient. Certainly in the case of a trade catalogue a preface is superfluous. If any explanatory matter is necessary to announce the purpose or contents of a catalogue it should take the form of a facsimile typewritten letter enclosed with the catalogue, or better still, sent under separate cover by the same post that carries the catalogue.

Assuming, however, that in the manufacturer's opinion a preface is desirable, it should be seen that this preface is made up of strong selling argument, lucid and exhaustive in its description of the goods and the advantages claimed for them. If it is possible to build up the selling argument in carefully graded sequences, each proposition analysed and proved point by point, why the article is better value, wears better or looks better than any other article of the same class on the market, it will be more effective, but it must be borne in mind that such reasoning must be logical. A mere string of assertions unsupported by logical deductions will effect nothing. The advantages claimed for the goods must be clearly apparent to the person who receives the catalogue after he has read and considered the arguments put forward.

In listing the goods, classification under different headings in the case of a large catalogue, is advisable, or if this is not practicable, then articles similar in quality, shape or style should be grouped together, but care must be taken to avoid a stock-list appearance.

Originality must be sought after in each production, and the catalogue should be changed every year both as regards its shape and the general character of its contents. The effect of the catalogue as to printing should be made not for ostentatious display or for the purposes of gratifying any particular whim or fancy. The cover should be attractive and should have some practical connection with the contents which it encloses. Some advertisers are of the opinion that the cover of a catalogue is the most important part of it, and whilst this may not be so essentially the case in trade catalogues, it is undoubtedly true in catalogues intended for retail buyers.

When the catalogue is completed, the aim should be to get it into the hands of as many prospective buyers as possible, and to keep it out of the wastepaper basket. And anything that the manufacturer can think of, applicable to his particular business, that will achieve this result, will add to the value of the catalogue as an advertising medium.

The reader is referred to Chapter VIII for information *re* typography, the preparation of blocks, etc.

PRICE LISTS

This, it must be admitted, is a more or less arid field for advertisers, but if any advantages are obtained the drapery houses may be said to use them, for the simple reason that a drapery house price list is fashions news pure and simple. Trade price lists must, however, by reason of their very character and purpose, remain severely practical productions, and any attempt to make them more interesting would tend to nullify the purpose for which they are compiled.

The only point which occurs to the writer is, that the manufacturer should endeavour so to arrange his price list as to add to its permanency,—that is, to get the

recipient to retain it. For this purpose some manufacturers, especially engineering firms, supply a binder with the first list and send out succeeding lists with holes punched ready for inclusion in the binder. The lay-out and printed matter in price lists do not present any difficulties seeing that it is merely a matter of accuracy in the tabulation of figures, with an occasional description in brief technical language.

BOOKLETS

Turning now from the more costly and comprehensive catalogue, or price list, we have another form of publicity the usefulness of which has been abundantly demonstrated. The writer refers to the use of booklets or brochures compiled on less pretentious lines as compared with the illustrated catalogue or price list.

It would be impossible to imagine any manufacturing concern that could not employ booklets or brochures to increase its business, neither is there any booklet produced on sound and artistic lines that will not achieve that purpose. The great advantages may be said to consist in the fact that apart from their comparative cheapness in cost of production, a booklet, or a series of booklets, can be so arranged as to present a complete history of the product. Press publicity is said to rely for its success upon continuity of argument, freshness of presentation and perennial appearance in the press. The whole story of no one article could be given in press advertising except at great expense coupled with the use of a wide range of media, at the risk of wearying the reader or to the exclusion of selling argument, but a series of booklets can be so arranged that nothing of interest or value need be left out.

The first object of a booklet, therefore, is to detail the complete history of the product, either to trade buyers

or retailers or to both, simultaneously but separately. All the points commonly used in press advertising can be marshalled in their proper order, explanatory details set out in their proper places, and all that can be said in favour of the product can find a place in the pages of such a series of booklets. For instance, the manufacturer of an all-wool fabric desirous of reaching both the wholesaler and the buying public would need to use two sets of booklets, seeing that the same arguments are hardly ever applicable to both the trade and the retail buying public, but, without going deeply into the matter, suffice it to say that to the trade buyers the booklet should be compiled with the object of treating as lucidly as possible technicalities only appreciated by the wholesaler, together with price advantages, utility, novelty and other things ; whereas to the public, interesting facts bearing upon the production of the cloth, couched in simple language, could be served up in such a way as to help the buying public to judge intelligently of any similar fabric which may be shown to them by the clothier.

A booklet may or may not contain prices according to the purpose which it is intended to serve, but speaking generally, the writer holds the opinion that it is almost an impossibility to exclude entirely price information, seeing that the price is so essentially a part of every business proposition. If it is intended as a purely educative organ to precede or follow the more comprehensive catalogue, then in that case it might be desirable to suppress all reference to prices, merely introducing the article and detailing its advantages and relying upon the catalogue to do that part of the work expected of it.

In the matter of whether the manufacturer should send the booklets out first and the catalogue afterwards, this is a somewhat debatable point, and it is a matter of

expediency not applicable to any two propositions. The writer, however, for purposes of safety, favours the middle view and asserts that the booklets should be used both before and after the catalogue. The first booklet immediately preceding the catalogue in order of sending out should be purely educative, compiled for the sole purpose of explaining the history of the article and paving the way for the catalogue which will follow after a carefully graded interval. The second booklet, coming immediately after the catalogue, should be compiled solely with the price object in view and written in the strongest and most convincing language possible. Such a method, accompanied by suitable covering letters, although these are not in every case necessary, cannot fail to produce results highly gratifying to the manufacturer. Even when it is imperative that a single complete catalogue be used the advertiser will find it to be of advantage to use a small booklet dealing with the articles separately, provided, of course, these are not too numerous, or it may be possible to group several articles of a similar nature and treat them in a single booklet. A series of six or eight booklets, if carefully compiled, should answer all purposes of description for any ordinary commercial commodity. If resources will allow, and the trade buyers are willing to co-operate with the manufacturer, it is advisable to supply wholesalers and retailers with small abridged catalogues for counter display, etc., and in the case of the latter, a booklet could be so designed as to embody all the points of a catalogue in so far as illustrations go, with the additional advantages of explanatory matter contained in a booklet proper. In this case the catalogue could be a facsimile of the large original catalogue, reproduced by means of plates of varying sizes as referred to in the preceding pages.

CHAPTER VI

OUTDOOR PUBLICITY—POSTERS

THE progress made during the past few years is striking evidence of the effectiveness and utility of this form of publicity. With its unlimited scope for the genius of our commercial artists, and its powers of attraction in size and colouring, there are occasions when it outrivals by reason of its ubiquity and reiterative qualities, all other forms of advertising, especially when accompanied by sample distribution over the same area where the posters appear. This class of advertising, whilst appealing especially to the uneducated classes, may be so arranged as to appeal to all classes of people. A poster can be so constructed as to convey at a glance the full meaning of the announcement, with merely the employment of an alliterative design, to the exclusion of explanatory matter in the shape of words: indeed, it may be said that a lengthy detailed explanation, or a series of statements embodying a selling argument, would unquestionably nullify the sole purpose of a poster, which is that of impressing upon the public the name and outstanding characteristics of the article, and nothing more.

The actual design of a poster signalises, in a great measure, its success or failure. When designing a poster it should be remembered that it will be exhibited not in an isolated position away from all other attractions, but probably in the middle of a large number of posters, all drawn up and designed with the intention of attracting the sole attention of the passer-by. Consequently, unless a poster be different in some way from the majority, either in colour, design or figure, it will not produce the best results.

It is advisable that a manufacturer contemplating a billposting campaign should, before deciding on his posters, obtain an idea of the general designs of those already exhibited, especially those of his competitors, and endeavour to create something entirely original.

Billposting in this country is controlled by a number of large contractors in different town centres owning their permanent sites and renting others from time to time from builders, etc., as opportunity offers. The smaller firms purchase the posters from outside printers specialising in this class of work, their attention being confined solely to the posting of the bills on hoardings rented or owned by them, but the tendency now is for the larger firms of billposting contractors to design, print and post their own productions on hoardings exclusively owned by them, thus ensuring greater efficiency for their clients and increased profits to themselves.

The charge for posting a bill is based on a fixed sum per week per 20 in. by 30 in. sheet (double crown) and for greater or lesser sizes in proportionate ratio. The average charges for posting may be said to be lower in the North of England than in the South of England town centres. The charge made includes the rental of the hoarding, and occasionally the cost of printing the bill, together with such renewals as may be found necessary from time to time. Roughly, a sixteen-sheet double-crown poster measuring approximately 120 in. by 80 in. covering a total area of something like sixty-six feet can be displayed on an average for from 4s. to 5s. per month, but it is impossible to give any hard and fast figures as so much depends upon location, position on the hoarding, etc. It is usually found expedient to renew bills every month or five weeks in average weather. In wet weather it will naturally be found necessary to renew the bills much oftener, and billposters generally insist

upon the advertiser supplying them with sufficient extra bills to meet these contingencies. A very important item bearing directly on the success of a campaign is the manner and frequency of the inspection of the posters. It is a hard thing to say, but nevertheless a well-known fact, that although present-day billposters rank with the highest in commercial honesty and integrity, many billposting firms do not, probably due to the lack of efficient organisation, keep their hoardings in very good condition. Consequently it is necessary for an advertiser to employ someone to inspect periodically every bill under contract so that the billposter's failings may be discovered and credit obtained for non-exhibition of a poster, or exhibition of a poster in a damaged condition. In a contract covering a large portion of the country it is evident that the inspection of every poster involves heavy expense, consequently the custom of many advertisers with large appropriations is to place the work in the hands of advertising agents who have special facilities for making inspections at moderate rates. In addition, these agents will arrange contracts with billposters all over the country and relieve an advertiser of the work connected with a large campaign for an average charge of 10 per cent. on the billposting expenditure, and although this may seem high, a little figuring on the part of the advertiser will convince him of the economy of such an arrangement. The writer would strongly advise any firm contemplating much billposting to place the work—which is very heavy—in the hands of such an agent, as much time and money will be saved thereby.

In addition, however, to the inspections made by the agent, it is advisable that the advertiser's travellers and other outside men be instructed to report to headquarters any damaged poster that may be seen. Granted

that the average manufacturer resents letters from travellers other than those containing orders, or having immediate reference to orders in hand, a degree of enthusiasm could be fostered by requesting the traveller to send in a supplementary report as to the general impression which, in his opinion, the posters in the town visited have produced.

The cost of the bill being very much less than the standing charge for hoarding rental and posting, it is obviously false economy to employ anything but first-rate productions. Many firms adopting the method of insisting that the billposter shall use up all old stock before another fresh poster is produced, irrespective of whether results have justified the poster's appearance or not, have come to realise that it is in their interest to destroy any old stock of ineffective posters rather than pay further rental.

The size of bills in favour at present is the horizontal eight-sheet poster averaging 5 ft. high by 6 ft. 8 in. in width. This size will be found most useful for general purposes, as very large bills are frequently rejected by billposters, who naturally prefer to divide their spaces between as many customers as possible. A full list of names and sizes of posters is here appended.

<i>Name.</i>				<i>Size in inches.</i>	
Crown	20	× 15
Demy	22½	× 17½
Royal	25	× 20
Double Crown	30	× 20
Double Demy	35½	× 22½
Double Royal	40	× 25
Double Super Royal	40	× 27
Quad Crown	40	× 30
Quad Demy	45	× 35½
Quad Royal	50	× 40
Mammoth	63	× 45
Leviathan	63	× 45
Guttenberg	76	× 52

Until quite recently the generality of billposters have paid little or no attention to the arrangement of their hoardings, with the result that the public have, and with good cause, protested against the ugly effect of billposting in general. A new movement, however, has arisen among the more enterprising billposting firms, and a big effort is being made both to beautify the hoarding itself and to arrange the posters artistically. The beneficial effect of this movement is apparent, and the writer would suggest that its object will be attained more rapidly if manufacturers will insist, in their contracts, that the posters shall be artistically placed on hoardings designed to overcome the objections at present in evidence. There is no reason why a billposting hoarding should not become a picture gallery, although it must be remembered, of course, that the first object of such a picture is to attract and then hold the attention of the passer-by. Until this is accomplished billposting will not appeal to the better classes in the same way as it does to the less educated classes of the people at the present time.

PLATING

In the matter of advertising by means of metal plates, transparencies and other devices, a few hints may be found useful.

PLATES.—These are made in varying thicknesses, usually of tin or thin sheet iron. For tramcars, omnibuses and the like it is advisable that they should not weigh more than two lb. to the foot, though for railway work they may be used in heavier grades. Tin plates are rapidly taking the place of sheet iron plates, and although several American and Continental manufacturers of these articles are at present flooding the market with cheap and flimsy productions, which may

possibly be found useful for internal shop work, the advertiser will be well advised to see that the plates he uses are made of good sheet tin, thoroughly coated and enamelled to prevent scratching and discolouration. In selecting a site on which to affix metal plates, this should be done with the object of securing the best position for the particular plate in hand, having regard to its size, shape and colour. Care should be taken that a plate is not fixed close to another plate illustrating a competitive article, or near to one of similar shape, colour or general appearance. See that the plate is firmly fastened by means of screws and washers to prevent the enamel being chipped. In the case of stone walls, holes should be drilled and plugged with wood and putty and the plates screwed thereto. Economy should be practised in the distribution of plates. It is a relatively expensive form of publicity, and for this reason considerable discretion is necessary in the distribution and affixing of the plates.

RAILWAY ADVERTISING

This form of advertising is divided roughly into two branches, *i.e.*, advertising on station buildings, fences, etc., by means of enamelled iron or tin plates, and advertising inside railway carriages by means of enamelled iron or tin plates, transparencies, framed cards, etc.

OUTSIDE RAILWAY ADVERTISING.—This branch is by far the more important at present and has attained a degree of organisation and value equal to that of bill-posting. It is more expensive than the latter, but if judiciously carried out is productive of first-class results.

The rights of advertising on the various railways are leased to contractors who will engage to supply and (or) fix advertising material on the systems under their

control, at a fixed rate per square foot of space used per annum. This rate varies considerably with the total area of space contracted for, and it is useless to give an average figure, although the rates given below, which have come under the writer's observation, will give an idea of the charges made. It must, however, be understood that the figures shown are not in force all over the country, but refer to individual contracts only. Each contractor has his own rates and varies them according to circumstances. The figures are also exclusive of the actual cost of the plates themselves, which vary according to the number and colours used, from 1s. to 2s. 6d. per square foot. The rates referred to are:—

For a contract of about 20,000 square ft., 6d. to 8d. per square ft. per annum.

For a contract of about 10,000 square ft., 1s. per square ft. per annum.

For a contract of about 5,000 square ft., 1s. 6d. per square ft. per annum, and in varying sums up to 5s. per square ft. per annum for smaller contracts. In some cases £100 per annum is paid for spaces equal to about three sixteen-sheet posters.

A railway advertising contract is, as a rule, arranged for three years in the first instance, but as the life of a good enamelled plate varies from ten to fifteen years, silent renewals are usually made until the plates become useless. A contract should be so arranged that the owner of the plates may move them to fresh positions if necessary, without charge, during the term of exhibition. It should be arranged that credit shall be granted for the period during which the plate is not kept clean or, for any reason, not on exhibition, and that all vacant space under the contractor's control shall be offered for the client's inspection when the selection of positions is being made. The importance of this

last condition will be seen when it is realised that a contractor naturally endeavours to reserve certain spaces for the man paying a big price. The advertiser should also insist that the railway fares incurred by his representative, during the selection of positions and the periodical inspection of the plates (which is absolutely necessary) be paid by the contractor.

For the information of any manufacturer desiring to embark on a railway advertising campaign, the writer would mention that the addresses of the contractors controlling the advertising can be obtained from the General Manager of the Railway Company. The railway companies do not, of course, assume any responsibility, and in placing a contract for railway plating the manufacturer must remember that he has to look to the contractor, and that no claim will be recognised by the railway company unless emanating from the contractor himself. The writer's remarks upon the improvement in billposting hoardings and the artistic arrangement of posters, also refer to this class of advertising. At present, little attempt is made to arrange the plates artistically, neither are the sizes of the plates standardised; consequently a railway station usually presents a somewhat garish appearance. Manufacturers should see that improvements are made, and the first step in the reformation is the standardisation of sizes in the plates in use, and the manner in which they are arranged.

RAILWAY CARRIAGE ADVERTISING.—Another potent opportunity for advertising, hitherto but little used, is the railway carriage. When one comes to think of the length of time some of us are forced to spend in a railway carriage during the space of a year, and the reiterative value of a well-designed plaque or transparency or whatever form of advertisement is employed, it is somewhat

surprising that its possibilities have not been seized by advertisers long before this. It is true that at the present time the Railway Companies use their carriages for advertising their own systems, in a more or less half-hearted sort of a way, but advertisements of merchantable articles do not appear to have found their way into railway carriages to any great extent as yet.

It must be remembered that each traveller in a railway carriage is in such a position that he cannot escape the advertisement. He is bound to remain in the carriage for some time,—certainly long enough for the advertisement to have had an opportunity of fulfilling its mission. Remembering that an illustrated advertisement of this character is useless unless placed in the “line of sight” and in the hope that some day advertisers will wake up to the possibilities of railway carriage advertising and adopt it, the writer offers the following suggestions :—

There are three positions in which advertisements might be placed in railway carriages. The first is on the panelling immediately underneath the parcels rack. It may either take the form of a framed photograph or a neatly bevelled and highly enamelled plate, either of glass or zinc, but in the latter case it would have to be a much better production than the plates used for outside purposes. The plates should not be more than 12 to 14 in. long by 5 or 6 in. deep, to leave sufficient margin both above and below for effective display. The next position, though relatively less valuable, as it is somewhat out of the “line of sight” and is also apt to be obscured by luggage, is the space over the rack. To avoid any possibility of destruction by their coming in contact with passengers’ luggage, they should take the form of strongly enamelled metal plates, firmly screwed into the timber work. The remaining position is that portion

of the door immediately under the window, but in using this it will have to be borne in mind that passengers are apt to look to this portion of the compartment for the metal arrangement usually affixed there for the purpose of striking matches (in a smoking compartment, of course), and may use the advertiser's plate for that purpose.

One of the most tempting advantages of this class of publicity is also the fact that owing to the ever-changing character of the occupants of the carriages the advertisements would never tend to become stale and lose their reiterative quality, consequently the cost of changing the text and illustration is not necessitated as frequently as in some other forms of publicity. The cost per panel, in comparison with other charges, the writer suggests, should not exceed 2s. per annum.

GABLE ADVERTISING

Although this is a comparatively new innovation in this country, it has for many years been the fashion abroad to utilise the gable ends of houses and other buildings for the purpose of advertising. This method is reputed to have emanated from Paris, which is somewhat strange in view of the stringent police and other restrictions with which advertisers are hampered in that city.

Gable advertising presents not a few advantages over billposting, the most notable of which are—the position being permanent it cannot be removed like a hoarding ; it is possible,—and in fact a very usual custom—to secure a whole site for one particular advertisement : the space being large it can be seen a great way off : neither rain nor sun can readily destroy the advertisement as in the case of posters, the painting being guaranteed to last a certain period.

In choosing a position it will be found best to secure one which can readily be seen by persons coming up a street or road, or one that faces an open space where crowds are known to collect. If choice is given, select the gable which has the sun on it during the most fashionable part of the day for promenaders. Avoid a position that can be obscured by anything coming in between it and public view. For instance, a site may be selected in the winter, when trees are bare of foliage. It should be remembered that summer will bring with it branches and leaves to obstruct the view and render the gable useless for advertisement purposes.

Whether the advertiser arranges for the lease of the gable himself or through an agent, he should insist upon a written contract being executed and signed by both the lessor and lessee. In some rare instances it is possible for an advertiser to obtain space free of charge, but even in this case the advertiser should, if at all possible, arrange that the space be allotted to him for three years as a protection against the owner being tempted to remove the advertisement in order to let the space, for some reason, to another. As the advertiser will of necessity have been forced to expend a considerable sum of money in painting, varnishing, etc., it is only fair that he should be protected in this manner. If the gable is paid for, then there is all the more reason why the advertiser should, in addition, secure from the owner a written memorandum clearly defining the risk and responsibility should the space be required for corporation, railway or building purposes between the date of occupation and the expiration of the term of three years. The writer has specified three years as it is not advisable to rent gables for longer periods because by the end of that time the advertisement will have grown on the public as a matter of course and have lost

its advertising value, or in any case it will be found at the end of that period that the wall will require repainting and the advertisement changing. If the gable is hired from an advertising contractor, arrange that instead of paying for the whole rent of the gable at the end of the first year, as is sometimes done, the cost of the painting and varnishing will be defrayed by the advertiser at the end of the first year and the rent of the space at the end of the third year. In this way contractors may be made to share with the advertiser the risk of losing the position should buildings be erected, or other operations, rendering the space useless for advertising purposes, occur in the interim. If it did nothing else, such an arrangement would have the effect of inducing the contractor to exercise considerable care in recommending positions that are likely to be interfered with, which would constitute a valuable safeguard to advertisers generally. Manufacturers contemplating this form of publicity should be cautioned against paying large rents for gables, and the writer's advice is not to close too hurriedly with any proposition put forward, but to subject it to careful thought and consideration from all points of view. Travellers should be encouraged to make enquiries from customers having suitable gables, and who are willing to let this space for advertising purposes. It will be found much less expensive in the long run for the manufacturer to deal direct with the person owning the gable than with any third party.

In the matter of designing a gable advertisement, it should be remembered that the advertisement will only be seen by passers-by during the very shortest possible time, and consequently the effect must be instantaneous in its appeal. Aim at a design as simple as possible, done in the most brilliant colours. A good effect can be obtained by the principal wording

being painted in white on a deep blue ground, with a broad yellow border round the whole. Any uneven or unoccupied space left over should be painted a neutral tint of grey or brown which will help to throw out the brilliance of the design.

Although advertisements painted on gables play a prominent part in outdoor publicity at the moment, there is an increasing tendency on the part of some advertisers to use large metal plates in place of painted designs. This may be attributed to the fact that, whilst the average life of a painted gable is put down at three years, a metal plate is usually calculated to last five times as long. But those who prefer to use plates instead of painted gables will only use them after they have satisfied themselves as to the advertising value of the position. In the writer's opinion it is far better for the advertiser to use a painted gable first, and then at the expiration of three years, metal plates can be employed, when the position has proved its value. Arrangements for an option to renew the use of the site could be made at the outset.

TRANSPARENCIES

This is the name given to the illustrative matter employed for fixing on to the glass part of shop doors, windows, etc. They should invariably be placed before a light or below the line that divides the shop window or door, and it should be seen that they do not overlap on to the beading or rim of the window. In the case of a door, it is advisable to fix them as near to the handle end as possible, and if it is possible to monopolise the centre portion of either window or door so much the better, because if any other advertiser comes along, he must put his transparencies either below or alongside, that is, the farthest from the handle, or, in the case of a window,

GABLE ADVERTISEMENTS

Town.	Street or Road.	Size of Wording.	Leased from.	Price of Term.	Painted by	Options.

either below or above the transparency already fixed. The most important point to watch, however, is that both plates and transparencies are fixed well in the "line of sight." By this is meant just that portion of the wall, door or window, where it will meet the gaze of persons of average stature. For this reason the writer suggests that to gain the best results the height for fixing should never be more than 5 ft. nor lower than 4 ft. When fixing a transparency it is important that every air bubble be extracted from between the transparency and the window, and to do this quickly and effectually care must be taken that plenty of water is placed both on the window and on the transparency and a "squeegee" used to obtain a close contact.

The cards as shown on pages 56 and 57 will be found useful for keeping records of poster and gable advertisements.

CHAPTER VII

POSTAL ADVERTISING

POSTAL advertising, that is advertising by means of letters, circulars, catalogues and booklets addressed direct to customers and forwarded to them through the medium of the post office, is not a new method of securing business. Mail order advertisers both in this country and in America have efficient organisations for the purpose, and in most of the successful firms dealing direct with customers, the volume of work attendant upon this method has reached gigantic proportions. Every reader of this chapter will be familiar with the printed matter reaching him from firms in response to an application for a catalogue or booklet or sample, and the person engaged directly in commerce will be able to form an opinion as to the volume of postal advertising matter which reaches him during the space of a year. It has been said, possibly with a degree of accuracy, that the average business man resents advertising literature being sent to him through the post. A letter reaches him amongst his ordinary daily correspondence, only, when opened, to be found that it is some uninteresting matter in the shape of an advertised proposition. The feeling created in his mind by the fact that he has wasted so many minutes in opening a letter only to find that it is an appeal for his custom may have the result of the letter being destroyed.

Granted that this is not an uncommon attitude adopted by many recipients of postal advertising matter, the fact remains that a certain proportion of such matter does receive the attention anticipated by the

sender,—that is, a careful perusal of the facts such printed matter is intended to convey. The point, therefore, in postal advertising is, to subject every other object to the primary mission that the recipient shall read, and read with interest, what the advertiser has to say. Indeed one might almost say that the question at issue is not how to get the advertising matter read but how to get it even looked at, and to check its hurried transition from the hands of the recipient to the waste-paper basket. Most people of experience, especially those used to the handling of heavy mails, can almost intuitively guess the contents of an envelope. An envelope frequently betrays its contents by its shape, size, and colour. Those bearing post-office marks in lieu of stamps or those with the flap turned in and franked with a halfpenny stamp stuck on in haphazard fashion are speedily dropped. Those of fantastic design, unusual shape or with some catchword printed on are quickly laid aside and forgotten. But those that are received in envelopes of ordinary business size, made of good paper, neatly typed, stamped and carefully sealed, are invariably opened and their contents scanned.

The first, and possibly the most important thing to which the would-be postal advertiser should turn his attention, is his mailing lists—that is, the list of persons or firms whom he believes will be interested in the proposition he desires to put before them.

It is a well-known fact that the compilation of mailing lists of names likely to result in actual clients is, at the moment, developing into an important branch of advertising, and numerous individuals, also a few companies, claim to be able to compile lists of names, which in their opinion will prove of value as business-bringing mediums to manufacturers and others. Those

conversant with the inner workings of commerce and finance know that various methods are adopted to obtain reliable names, from careful compilations taken from directories and other publications, with due regard to knowledge of localities, social status, and rentals, to the interchange of lists of known investors and others.

How far these methods succeed is difficult to say. Those engaged on the compilation of such lists are, of course, optimistic, whilst the actual users of them are naturally reticent. But, from common reasoning, one may be safe in affirming that any proposition, especially a financial proposition, reaching anyone of ordinary intelligence, may in some cases create a feeling other than of interest. The fact that such matter has been sent unsolicited naturally raises a feeling of curiosity, if not suspicion, in the minds of the recipients, and in the writer's opinion it would need an additional amount of palpable sincerity in the proposition itself to counteract that feeling. These remarks refer, of course, only to the advertising matter emanating from purely financial houses which to-day appear to lay great value on postal advertising as a method of increasing their clientèle.

In the case of a manufacturer wishing to bring his goods before the notice of customers, however, matters are simplified, because at the outset it can be made apparent to the person to whom the letter is addressed that the manufacturer intends to give value for money.

"Follow-up" methods, to use a hackneyed though sufficiently explanatory expression, are important adjuncts to all postal advertising schemes. To send out one letter, and then expect results, is a mistake frequently made by some advertisers, and although if the proposition is sufficiently alluring results may be

anticipated, it will generally be found that more than one communication is necessary to bring about business. For this reason the postal advertiser will do well to calculate carefully at the outset the actual figure he is prepared to expend on such of the names on his mailing lists, having regard to cost of printed matter, handling, folding, postage, etc., and so arrange a series of letters accordingly, to be posted at carefully graded intervals on the lines suggested in the foregoing.

Facsimile letters, or form letters as they are sometimes called, are mechanically reproduced copies of typewritten letters, set up and printed in type to imitate genuine typewritten matter as closely as possible. Numerous machines for the production of these letters are now on the market, and the acme of excellence may be said to have been reached if one carefully examines the productions which emanate from leading houses specialising in this class of work. As it is, therefore, quite an easy matter for the advertiser to secure perfection in his form letters, so far as printing is concerned, and as nothing more need be said on the point, the writer purposes to confine his remarks to the principles which require to be carefully studied in the actual composition of the letter itself.

Form letters are invariably intended to reach a large circle of prospective customers and experience teaches that it is no easy matter to compose a letter which will inevitably appeal to a large number of recipients. Human nature is so complex, and temperaments so diverse that one cannot even strike a middle way and hope to be successful. The chief difficulty with which the composer of a form letter is confronted is, "How can I get directly at the desires or inclinations of this hundred and one prospective buyers? How can I smooth away their prejudices, create interest, secure

their orders ? ” The following suggestions are offered :—

The first thing the writer of form letters must always have in mind is the firm conviction that every one of the names on the mailing list before him is a likely buyer of his goods, and he may take comfort in the reflection that, if his mailing list has been carefully compiled and intelligently classified, his conviction will, in the majority of cases, prove correct. If the mailing list is a large one it should be sub-divided under different headings until a properly classified list of names is secured, each individual name varying in its value as a prospective customer. When this has been done a form letter should be composed such as the writer believes will appeal to that *one particular class of person*. He should, for the moment, forget all about the other sub-divisions, and concentrate his efforts in an attempt to write a letter which will appeal personally, not collectively, to each of the names before him, looking at the whole as if they were *one* individual whom he is endeavouring to interest or convince. When he has succeeded in writing a letter which he considers will appeal to the *one* individual, he will have produced a letter which will inevitably appeal to *every* person whose name appears on the list before him, and just so far as the writer of form letters is able to forget the fact that he is appealing to a number instead of to one individual, in equal ratio will be the success of his efforts. The opening paragraphs of some form letters give the reader an idea of the purpose for which the letter has been addressed to him. This is a mistake. The aim should be to frame the opening paragraphs so as to bring the reader to believe unconsciously that a common interest exists between the writer and the person addressed. The whole letter should be designed

with the intention of producing a reply wherewithal to furnish some basis for intelligently dictated personal correspondence to follow, gradually leading up to securing a client for the particular commodity or proposition which forms the subject of the letter ; and here it should be said that advertising by means of form letters should never be judged by the direct results achieved,—that is upon the percentage of replies received. The cumulative effect of efficiently handled form letter advertising is a quantity frequently overlooked by advertisers. To sum up essential details. Aim at clearness and conciseness of expression and description. Ambiguity or prolixity should be carefully guarded against. Make the style of the letter as interesting but yet as business-like as possible. The reader's interest must be stimulated and maintained throughout if the letter is to be perused. Do not attempt to cover too wide a field of prospects. If it is possible to specialise on one salient feature, or urge one sound argument in each letter, it is better than attempting to cover the whole field of possibilities at the risk of producing too lengthy a communication. Avoid platitudes ; the person to whom you are writing will probably be acquainted with the meaning of the words "*cum grano salis*." See that your stationery is as perfect as it is possible to get it. Avoid halfpenny postage.

In sending out letters it will be found advantageous to see that this is done at set periods and at opportune times. Post on Saturday to private people so that the letter reaches its destination on Sunday when most people have leisure time in which to study their correspondence. To business people post on Monday so that the communication may reach them on Tuesday,—generally the lightest mail day in the week.

Classification of mailing lists should not be entrusted

to any irresponsible person, but to someone having an intimate knowledge of the article advertised and possessing sufficient intelligence to differentiate between likely and unlikely buyers. In the case of postal matter intended to reach the hands of merchants and others, the manufacturer will readily realise the value of such differentiation. Directories and other publications dealing with his own particular trade will be found sufficient for his purpose. With these before him, aided by someone having a knowledge of the requirements of his customers, a sufficiently comprehensive and workable basis for an efficient mailing list will be arrived at.

The table shown on page 65 will prove useful in keeping track of each name received in reply to an advertisement. A fixed number of letters, etc., should be sent before the matter is allowed to drop. Should no business result then the card should not be destroyed. It may be found desirable to use it again later for "special offers," or at least it will serve the purpose of a record of names of those applicants whom the advertiser has reason to believe are merely free-sample seekers.

CHAPTER VIII

TYPOGRAPHY, ELECTROS, WOODCUTS, ETC.

IN order that the advertiser may be enabled to instruct the printer, or intelligently follow the suggestions submitted to him from time to time, it is necessary that he should be familiar with a few of the essentials of typography.

In the printing trade, types are given distinctive names to indicate their size, shape and character. On the following pages are shown a few specimens of the leading sizes and shapes used in printing advertising literature, but it must be remembered that there are now so many new varieties of types constantly appearing on the market, that it would be an utter impossibility for any printing firm to stock even a small proportion of the types at present in existence. As the manufacture of type proper does not come within the scope of this work, the following brief particulars will serve all useful purposes.

The letter portion of the type is called the "face" and the solid portion serving as a mount for the face is called the "body." The small continuation part of the body of the type, a little below and above the line itself, is called the "shoulder." This shoulder is provided to give support to the lower-case letters having up or down strokes such as g, b, h, f, p, etc. When space is required the printer uses strips of lead, cast in different thicknesses, for the purpose. Types set close together are said to be "set solid," and when spaced out, "lead." "

Types set close are said to be set solid ; when spaced out leaded.

Types set close are said to be set solid ; when spaced out leaded.

Up to within a few years, only one method of describing the sizes of type was in vogue, viz., that of giving distinguishing names only, such as "pica," etc. To indicate the sizes of type faces, the words "2-line" "3-line," "4-line," etc., were used. By this means it was understood that the "body" of the type was twice, thrice or four times the depth of the type named. This system did not, however, carry with it a sufficient degree of accuracy such as is required to-day, owing to the fact that there was no fixed standard measurement of the sizes of types, and it was frequently found that, twenty lines say of any particular type cast by one founder, would equal only eighteen or nineteen lines cast by another founder. It is to America that we owe the creation of the "point system" now universally adopted by progressive printers. This system consists of a standard of measurements for types, it being understood that a "point" is equivalent to $\frac{1}{72}$ of an inch. Thus the difficulties of "lining up," and, in composition, of the type, have been reduced to a minimum. All typefounders now cast on the "point" system, and in some instances they adopt a standard point body set and line, that is all letters are cast to definite "points" in both width and depth, and the beard below the type face to a definite "point" measurement. It is also recognised by both founders and printers that the type "face" is cut to fit the type "body" in contradistinction to the old method of irregular sizes.

As it will be frequently found desirable to increase

or decrease the size of type to bring matter within a certain number of pages, the following method will be found quite accurate for all purposes. As the "point system" is now in general use, it is advisable to base all calculations on the "points" contained in the "em" of each size of type to be dealt with. As an instance, assume that a given job consists of sixty-four pages set in 6-point (Nonpareil), and it is desired to ascertain how many pages it would make if re-set in 10-point (Long Primer); all that is necessary is to compute the number of points contained in the "em" of the two sizes and work out in proportion as follows:—

$$\begin{aligned}
 6 \times 6 &= 36 \text{ points to 6 points em.} \\
 10 \times 10 &= 100 \text{ points to 10 points em.} \\
 \frac{\text{Pages set 6-pt.}}{64} \times \frac{\text{Pts. in 10-pt. em.}}{100} &= \\
 \frac{\text{Pts. in 6-pt. em.}}{36} &= 177 \frac{7}{9}.
 \end{aligned}$$

Answer = $177 \frac{7}{9}$ (say 178) pages set in 10-pt. type.

As another instance, a volume of 500 pages set in 12-point (Pica) solid is given out with instructions to reduce it to 250 pages only. What size of type will have to be used to make the reduced quantity, the size of page remaining the same? It would be worked out as follows:—

$$\begin{aligned}
 \frac{\text{Pages required}}{250 \text{ pages}} \times \frac{\text{Points in Pica (12-pt.) em.}}{144} &= \\
 \frac{\text{Pages set in}}{\text{Pica 12-pt.}} &= \\
 500 &= 72
 \end{aligned}$$

The answer (72) represents the number of points in

the em of the type required, 8-point lead with 1-point leads, viz., width of 8-point em. 8-points, depth of 8-point type with 1-point lead added = 9 points, therefore 8×9 equals 72.

Specimens of types, etc. :—

In the whole industrial world to-day there is no business in which it is so vitally necessary that what are commonly known as "modern facilities" be

ROMAN OLD STYLE. Nonpareil (6 point).

In the whole industrial world to-day there is no business in which it is so vitally necessary that what are commonly known as "modern

ROMAN OLD STYLE. Brevier (8 point).

In the whole industrial world to-day there is no business in which it is so vitally necessary that what are commonly

ROMAN OLD STYLE. Long Primer (10 point).

In the whole industrial world to-day there is no business in which it is so vitally neces-

ROMAN OLD STYLE. Pica (12 point).

In the whole industrial world to-day there is no business in which it is so vitally necessary that what are commonly known

CHELTENHAM OLD STYLE. Long Primer (10 point).

In the whole industrial world to-day there is no business in which it is so vitally necessary that what

CHELTENHAM OLD STYLE. Pica (12 point).

In the whole industrial world to-day there is no business in which it is so vitally necessary that what are commonly known as "modern

SANS. ITALIC. Brevier (8 point).

In the whole industrial world to-day there is no business in which it is so vitally necessary that what

BOLD SANS. Nonpareil (6 point).

In the whole industrial world to-day there is no business in which it is so vitally

BOLD SANS. Brevier (8 point).

In the whole industrial world to-day there is no business in which it is so

BOLD SANS. Long Primer (10 point).

In the whole industrial world to-day there is no business in

BOLD SANS. Pica (12 point).

In the whole industrial world to-day there is no business in which it is so vitally neces-

MONOTYPE, OLD STYLE. Pica (12 point).

In the whole industrial world to-day there is no business in which it is so vitally neces-

MONOTYPE, OLD STYLE ANTIQUE. Pica (12 point).

In the whole industrial world to-day there is no business in which it is so vitally neces-

GALLIC OLD STYLE. Pica (12 point).

In the whole industrial world to-day there is no business in

CURTIS POST OLD STYLE. Pica (12 point).

In the whole industrial world to-day there is no business in which

MORLAND OLD STYLE. Pica (12 point).

In the whole industrial world to-day there is no business in which it is so vitally neces-

CONDENSED SANS. Pica (12 point).

**In the whole industrial world to-day
there is no business in which it is so**

LINING GOTHIC. Pica (12 point).

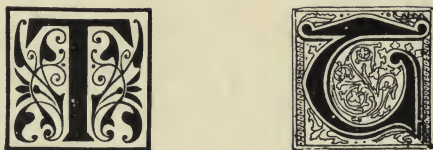
INITIALS



48 point.



60 point.



54 point.



24 point.

RULES

Thin.

Double Thin.

Medium.

Double Medium.

3 point.

6 point.

8 point.

BLOCKS, ELECTROS, WOODCUTS, STEREOS, ETC.

Designs and illustrations are reproduced in magazines and newspapers, catalogues, etc., by means of blocks, hand engraved on wood or mechanically etched on metal so that they may be set up with letterpress. The term "process blocks" is generally applied to all forms of illustrative reproductions for letterpress use, other than wood engravings, but the correct distinction is as follows :—

(a) A mechanically-etched half-tone plate (half-tone process block).

(b) A mechanically-etched line plate (line block).

(c) An engraving on wood (woodcut).

(d) A relief effect reproduced by photography from clay-modelled design (clay-modelled half-tone block).

(e) A copper-faced duplicate of above (electro).

(f) A stereo (literally, a casting of type metal from any of the above).

(A) HALF-TONE PROCESS BLOCKS.—These, on account of the shallow space between the dots on the printing surface, can only be printed with the best results on highly coated and calendered printing papers, such as are in general use in illustrated magazines, etc. As the name implies, half and finely graduated tones of a photograph or a wash-drawing may be reproduced by their use. They form the only medium by which very fine gradations of light and shade can be printed with letterpress. In producing the block, the design is photographed through a ruled glass screen on to a sensitised plate which, after development, becomes a negative of the design. The screen causes the picture to be broken up into a series of dots varying in thickness, the fine dots producing the high lights and the medium and heavy dots the half tones and deep shadows. A print of the negative is then taken on a prepared copper or zinc sheet, which, after suitable treatment, is immersed in an acid bath. The unprotected metal between the dots is thus etched away, and the necessary relief obtained. Having been trimmed, the metal plate is mounted on wood to the height of type, and is then ready for the printer. A point to remember, in ordering the use of half-tone blocks, is that the rougher the paper to be printed upon, the coarser should be the screen used. It is therefore essential that the block manufacturer should be made acquainted with the whole details of the purpose for which the half-tone is required. Price varies from 3½d. (65 screen for rough work) to 9d. (150-screen for high grade work) per square inch.

(B) LINE BLOCKS.—On account of the high relief of the printing lines, this class of block is suitable for

use on inferior or rough surface papers. They are largely used in newspaper work, owing to the few difficulties they present in rapid printing. A line block may be made by photographic means, as in the case of half-tone blocks, but without the necessity for the use of the screen, or by drawing upon zinc with a medium of bitumen dissolved in benzine. In the latter case, when subjected to heat, the bitumen becomes an acid "resist" to use the technical term, and the plate being immersed in a diluted nitric acid bath, the intervening spaces between the lines of the drawing are etched away, leaving the printing lines in high relief. After trimming and mounting the block is ready for use. Price per square inch for line zincos varies from 2d. to 6d.

(C) WOOD ENGRAVINGS.—In the preparation of wood engravings, the pictures or designs to be cut in the wood are first photographed or drawn upon a finely prepared surface of boxwood. The engraver then proceeds to remove the high lights leaving the design in relief. Great skill is necessary to engrave the figures in high-class illustrations, and owing to the length of time taken, and the consequent high cost of production, wood engravings have largely, for advertising purposes, given place to the more rapid and less expensive process blocks. Nevertheless the superiority of the wood engraving, by reason of its sharpness of character, still holds its own and is in constant demand where essential details require to be brought out clearly and minutely. Owing to the delicate nature of fine lines in wood engravings, it is advisable not to print therefrom but to obtain electros. Price varies from 1s. to 3s. 6d. per square inch.

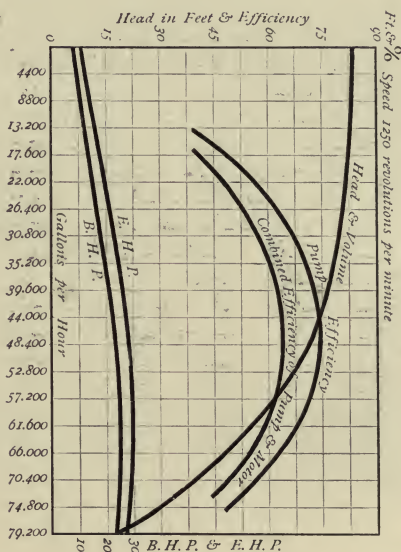
(D) ELECTROS AND STEREOS.—These are merely castings or duplicates of the original block, whether wood or process blocks. In the manufacture of electros

an impression in wax is taken from the half-tone or woodcut, and upon this a fine and thinly-spread film of copper is electrically deposited, the shell afterwards being backed up with metal. In the case of stereos a matrix of papier-mache is taken from the original block, and castings obtained from this mould in the usual way. Both electros and stereos are planed down to an uniform thickness, and then mounted upon a hard wood base, to the height of the type with which they are to be used. Prices, electros 1d. to 1½d. per square inch. Stereos ½d. to ¾d. per square inch.

(E) DUPLICATES OF COLOUR BLOCKS.—*Hard-metal nickel-faced stereos.* Duplicates of tricolour blocks are successfully made by this process. The cast is made from a plaster mould, and afterwards nickelled on the face to obviate oxidation when in contact with coloured inks. The brittle nature of the metal renders the plates subject to cracking during printing—a disastrous feature in colour work—and shrinkage, caused by the cooling of the metal plate, also detracts from their utility. The price of these stereos is 1¼d. per square inch.

GALVANO ELECTROS.—On account of the difficulty in obtaining perfect duplicates of tricolour blocks, the commercial success of the process was greatly retarded, but the obstacles have now been removed by the introduction of the “Galvano” process of electrotyping, which, briefly described, is as follows:—An impression of the block is taken on a series of layers of lead and a composition, of which latter beeswax forms the basis. A feature of this metallic composition is that the mould may be used repeatedly for the making of copper shells to the requisite numbers, which ensures an uniform series of duplicates. A faithful reproduction of all the dots of the half-tone blocks is made, and it is

quite impossible to detect a difference between the original block and the electro in the printed result. The price of Galvano electros from tricolour blocks is $2\frac{1}{2}$ d. per square inch ($7\frac{1}{2}$ d. per square inch of printed surface).



WAX ENGRAVING PROCESS

For Newspapers and Magazine Work.

The lettering being moulded from actual type gives a very neat appearance to the block. This process is much in favour for the production of maps, diagrams, charts, etc.

Reproduced by the courtesy of Messrs. John Swain & Son, Ltd.,
89/90 Shoe Lane, Fleet Street, E.C.



HALF-TONE FROM WASH DESIGN

150 lines to the inch.

Suitable for high-class illustrations for books, magazines, trade catalogues, etc. Printed on coated or art papers.

Reproduced by the courtesy of Messrs. John Swain & Son, Ltd.,
89/90 Shoe Lane, Fleet Street, E.C.



LINE ZINCO. DECORATIVE LINE WORK

Reproduced by the courtesy of Messrs. John Swain & Son, Ltd.,
89/90 Shoe Lane, Fleet Street, E.C.



SHADOWGRAPH LINE ZINCO

For newspaper advertising, but shows best on coated papers.
From Shadowgraph drawing in flash washes.

Reproduced by the courtesy of Messrs. John Swain & Son, Ltd.,
89/90 Shoe Lane, Fleet Street, E.C.



PETERGATE

LINE ZINCO FROM PEN AND INK DRAWING

Reproduced exactly line for line. Suitable for printing on slightly rough paper.

Reproduced by the courtesy of Messrs. John Swain & Son, Ltd.,
89/90 Shoe Lane, Fleet Street, E.C.

WOOD ENGRAVING

For daily paper work, booklets advertising hotels, estates, etc.,
and all printed matter where inexpensive papers are used.

Reproduced by the courtesy of Messrs. John Swain & Son, Ltd.,
89/90 Shoc Lane, Fleet Street, E.C.



SYMBOLS USED IN THE CORRECTION OF PRINTERS' PROOFS, ETC.

As the advertiser will find it to his advantage to familiarise himself with the method adopted in the correction of the printed matter, the writer has thought it advisable to include some explanation of the symbols most generally in use. The following brief particulars will serve all purposes :—

1. i/-
2. L. caps
3. ^/p
4. ^/t
5. s. h
6. Tr.
7. Tr.
8. Tr.
9. Tr.
10. ^/n
11. d/-
12. ^/u
13. Run on
14. l.c.

One of the ⁽¹⁾first lessons in the Phil-⁽²⁾
osophy of Life is to realise and ⁽³⁾accept
without ⁽⁴⁾bitterness or loss of ⁽⁵⁾heart
the unattainableness of the ideal.
⁽⁶⁾Can you imagine the best; it is far
more difficult to ⁽⁷⁾achieve the second
best. The heights by great men
reached and ⁽⁸⁾kept ⁽⁹⁾have invariably
been won in the teeth of ⁽¹⁰⁾cleched
antagonisms, not through ⁽¹¹⁾the favor ⁽¹²⁾
or propitious circumstances but by
vigorous and sustained ⁽¹³⁾
-effort. All ⁽¹⁴⁾History teems with examples
of this.

- (1) Substitute "i."
- (2) Large capitals required here.
- (3) "p" omitted.
- (4) "t" omitted.
- (5) Small "h" required.
- (6) Transpose. "You can"
- (7) Transpose "ieve."

- (8) Transpose "*kept.*"
- (9) Transpose "*invariably.*"
- (10) "n" omitted.
- (11) Delete (take out).
- (12) "u" omitted.
- (13) Run on same line.
- (14) Lower case (small letter).

The following are also employed :—

- ⊥/- Bring down.
 " Itals." Insert italics here.
 (.)/- Full stop here.
 (:)/- Colon here.
 (?)/- Query mark here.
 (;)/- Semi-colon here.
 (,)/- Comma here.
 (')/- Apostrophe here.
 (-) Hyphen here.
 Ev. spc. Space evenly.
 ⊂ Bring these closer together.
 Par :/ New paragraph commences here.
 Stet Read in as before. Struck out in error.
 /// Type requires aligning.

If corrections are numerous, it is advisable to number each symbol as shown in the margin. When finally completed and no further corrections are necessary, the word "Press" should be written on each page. If further proofs are required, the words "furnish proof" should be written on each page.

SIZES OF PRINTING PAPERS IN GENERAL USE

Foolscap $13\frac{1}{2} \times 17$ ins.	Medium 18×23 inches.
Crown 15×20 ins.	Royal 20×25 ins.
Large Post $16\frac{1}{2} \times 21$ ins.	Super-Royal $20\frac{1}{2} \times 27\frac{1}{2}$ ins.
Demy $17\frac{1}{2} \times 22\frac{1}{2}$ ins.	Imperial 22×30 ins.

- 24 sheets—one quire.
 20 quires—one ream.
 480 sheets—one inside or ordinary ream.
 516 sheets—one perfect ream.

SIZES OF CARDS

- Thirds $1\frac{1}{2} \times 3$ ins. Half large $2\frac{1}{2} \times 3$ ins.
 Extra thirds $1\frac{7}{8} \times 3$ ins. Small $2\frac{3}{8} \times 3\frac{5}{8}$ ins.
 Half smalls $1\frac{3}{4} \times 2\frac{3}{8}$ ins. Large $3 \times 4\frac{1}{2}$ ins.

Number of cards to be cut out of a sheet of Royal—
 thirds 96, smalls 50, large 32.

SIZES OF PASTEBOARDS

Royal 20×25 . Postcard boards $22\frac{1}{2} \times 28\frac{1}{2}$ ins.

PAGE MEASUREMENTS FOR BOOKWORK

		ems pica.			ems.
Foolscap	8vo	18 × 32	Demy	8vo	24 × 42
„	4vo	30 × 41	„	4to	42 × 54
Crown	8vo	21 × 41	Royal	8vo	27 × 48
„	4to	34 × 48	„	4to	48 × 64

STRAWBOARDS

The size most generally used is 25×30 inches, and the thickness is indicated by the weight of the board, viz., one pound board, two pound board and so on. The market price varies, but averages about £5 to £6 per ton, according to the weight of the board.

CHAPTER IX

CLASSIFIED LIST OF PERIODICALS

LONDON DAILY NEWSPAPERS

NAME.

ADDRESS.

Daily Chronicle	80 Fleet St., E.C.
Daily Express	23 St. Bride St., E.C.
Daily Graphic	Tallis St., E.C.
Daily Herald	Victoria House, Tudor St., E.C.
Daily Mail	Carmelite House, Tallis St., E.C.
Daily Mirror	11-12 Whitefriars St., E.C.
Daily News and Leader	67 Fleet St., E.C.
Daily Sketch	14 Tudor St., E.C.
Daily Telegraph	135 Fleet St., E.C.
Evening News	Carmelite House, Tallis St., E.C.
Evening Standard and St. James' Gazette	102 Shoe Lane, E.C.
Financial News	11 Queen Victoria St., E.C.
Financial Times	72 Coleman St., E.C.
Financier and Bullionist	54 Wool Exchange, Coleman St., E.C.
Globe	367 Strand, W.C.
Morning Advertiser	127 Fleet St., E.C.
Morning Post	346 Strand, W.C.
Pall Mall Gazette	Newton St., Holborn, W.C.
Sporting Life	148 Fleet St., E.C.
Sportsman	139-140 Fleet St., E.C.
Standard	102-105 Shoe Lane, E.C.
Star	Stonecutter St., E.C.
Times	Printing House Sq., E.C.
Westminster Gazette	12 Salisbury Sq., Fleet St., E.C.

CLASSIFIED LIST OF PERIODICALS, ETC.,
PUBLISHED IN GREAT BRITAIN

NAME.	ADDRESS.
<i>Accounting and Actuaries—</i>	
Accountant, The	34 Moorgate St., London, E.C.
Accountants' Journal	" " " " "
Accountants' Magazine	18 Giles St., Edinburgh "
Incorporated Accountants' Journal	4 King St., Cheapside, E.C.
<i>Advertising—</i>	
Advertising	101 Fleet St., E.C.
Advertising World	5 Norfolk St., Strand, W.C.
Billposter	4-5 Warwick St., W.C.
Printers' Ink	Donnington House, Norfolk St., W.C.
<i>Aeronautics—</i>	
Aero	20 Tudor St., E.C.
Aeronautics	89 Chancery Lane, W.C.
Aeroplane, The	166 Piccadilly, W.
Flight	44 St. Martin's Lane, W.C.
<i>Agriculture—</i>	
Agricultural Economist	92 Long Acre, W.C.
Country Gentleman and Land and Water	36-38 Southampton St., Strand, W.C.
Farm and Home	17 Furnival St., E.C.
Farm, Field and Fireside	3 Wellington St., Strand, W.C.
Farm Life	Hatton House, Great Queen St., E.C.
Farmer and Stockbreeder	6 Essex St., E.C.
Journal of the Board of Agriculture	3 Wellington St., Strand, W.C.
Live Stock Journal	8 Breams Buildings, Chancery Lane, E.C.
Mark Lane Express	3 Wellington St., Strand, W.C.
Scottish Field	11 Bothwell St., Glasgow
<i>Almanacs—</i>	
Old Moore's Almanac	5 Pilgrim St., E.C.
Whitaker's Almanac	12 Warwick Lane, E.C.
Zadkiel's Almanac	14 Red Lion Ct., Fleet St., E.C.
<i>Amusements (see Music, Theatrical, etc.)—</i>	
<i>Animals (see Domestic Pets and Horses)—</i>	
<i>Antiquities (see Archæology)—</i>	
<i>Archæology—</i>	
Antiquary	62 Paternoster Row, E.C.
Folklore	57-59 Long Acre, W.C.
Herdmans' Miscellany	88 Princess St., Bishop Auckland

NAME.	ADDRESS.
Journal of the British Archæological Association	22 Sackville St., E.C.
Miscellanea Genealogica et Heraldica	140 Wardour Street, W.
Reliquary and Illustrated Archæologist	4 Snow Hill, E.C.
<i>Architecture and Building</i>	(see also Timber)—
Architect and Contract Reporter	6-11 Imperial Bldgs., Ludgate Circus, E.C.
Architectural Review	Caxton House, Westminster, S.W.
Builder	4 Catherine St., Strand, W.C.
Builders' Journal	Caxton House, Westminster, S.W.
Building News	Effingham House, Arundel St., Strand, W.C.
Building World	La Belle Sauvage, Ludgate Hill, E.C.
Contract Journal	Temple Chambers, Temple Ave., E.C.
Contractors' Chronicle	48 Gray's Inn Road, W.C.
Journal of Clerks of Works Association	4 Ham Park Rd., Stratford, E.
Plumber and Decorator	46 Cannon St., E.C.
<i>Army</i> (see Military Service).	
<i>Art</i> (see also Photography)—	
Art Decorator	33 King St., Covent Garden
Art Journal	7 City Gardens, Row, City Rd., N.
Connoisseur	95 Temple Chambers, E.C.
Journal of Decorative Art	260 Oxford Rd., Manchester
<i>Astrology</i> —	
Coming Events	97a Grange Road, Birkenhead
Modern Astrology	7 Imperial Arcade, E.C.
<i>Astronomy</i> —	
Journal of the British Astronomical Society	Eyre & Spottiswoode, East Harding St., E.C.
Observatory	7 Red Lion Ct., Fleet St., E.C.
<i>Athletics</i> (see also Physical Culture and Sporting)—	
Athletic News	Withy Grove, Manchester
C. B. Fry's Magazine	Southampton St., Strand, W.C.
<i>Bakers</i> —	
Baker and Confectioner	61-62 Chancery Lane, W.C.
Bakers' Record	68 Farringdon St., E.C.
Bakers' Times	155 High Street, Lewisham, S.E.
British Baker	38 Shoe Lane, E.C.
<i>Band of Hope</i> (see Temperance).	
<i>Banking</i> (see Finance and Investments).	
<i>Baptist</i> (see Religious).	

NAME.	ADDRESS.
<i>Bee-keeping—</i>	
Beehive	21 Berners St., E.C.
Bee-keepers' Record	8 Henrietta St., Covent Garden, W.C.
British Bee Journal	23 Bedford St., Strand, W.C.
<i>Birds (see Domestic Pets).</i>	
<i>Bits and Selections—</i>	
Answers	23 Bouverie St., E.C.
Cassell's Saturday Journal	La Belle Sauvage, E.C.
Great Thoughts	Temple House, Tallis St., E.C.
Ideas	Withy Grove, Manchester
Horner's Weekly	26-29 Bouverie St., E.C.
Illustrated Bits	13 Milford Lane, E.C.
Illustrated Chips	26-29 Bouverie St., E.C.
Pearson's Weekly	17 Henrietta St., E.C.
Scraps	Red Lion House, Red Lion St., E.C.
Spare Moments	12-13 Fetter Lane, E.C.
Tit-Bits	Southampton St., Strand, W.C.
Yes or No	2-3 Hind Ct., Fleet St., E.C.
<i>Book Trade—</i>	
Book Monthly	4 Stationers Hall Ct., E.C.
Bookman	27 Paternoster Row, E.C.
Bookseller and Stationer	88 Fleet Street, E.C.
Publishers' Circular	719 Adam St., Adelphi, W.C.
Bulletin of New Books	4 Stationers Hall Ct., E.C.
<i>Boot and Shoe Trades (see also Leather trade)—</i>	
Boot and Shoe Trades Jnl.	72-77 Temple Chambers, E.C.
Boot and Shoe Retailer	46 Fleet Street, E.C.
Shoe and Leather Record	40 Finsbury Sq., E.C.
Shoe Manufacturers'	26 Corridor Chambers, Leicester
Monthly	
<i>Botany (see also Gardening)—</i>	
Botanical Magazine	6 Henrietta St., E.C.
Journal of Botany	54 Hatton Garden, E.C.
Kew Bulletin	Wyman & Sons, Fetter Lane, E.C.
<i>Brewing (see also Licensed Victuallers)—</i>	
Brewer and Wine Merchant	73 Farringdon St., E.C.
Brewers' Gazette	Devonshire Sq., Bishopsgate St., E.C.
Brewing Trade Review	13 Little Trinity Lane, Upper Thames St., E.C.
<i>Butchers—</i>	
Cold Storage and Ice Trades	30 Oxford Ct., Cannon St., E.C.
Review	
Meat Trades Journal	63 Long Lane, Smithfield, E.
<i>Cabinet and Upholstery Trades (see Furniture Trade).</i>	

NAME.	ADDRESS.
<i>Canada</i> (see Colonies and Possessions).	
<i>Carriage Builders—</i>	
Automobile and Carriage Builders' Journal	16 Eldon St., E.C.
Coachbuilders' and Wheelwrights' Art Journal	64 Long Acre, W.C.
<i>Cats</i> (see Domestic Pets).	
<i>Chemists and Druggists—</i>	
Analyst	2-8 Orange St., E.C.
Chemical Trade Journal	265 Strand, W.C.
Chemist and Druggist	42 Cannon St., E.C.
Journal of the Chemical Society	10 Paternoster Row, W.C.
Pharmaceutical Journal	72 Great Russell St., W.C.
<i>Chess—</i>	
British Chess Magazine	16 Elmwood Lane, Leeds
<i>Christmas Numbers</i> (extra editions usually issued)—	
Country Life	3-13 Southampton St., Strand, W.C.
Gentlewoman	70-77 Long Acre, W.C.
Graphic	Tallis St., E.C.
Hearth and Home	10-11 Fetter Lane, E.C.
Illustrated Bits	13 Milford Lane, E.C.
Illustrated London News	195 Strand, W.C.
Illustrated Sporting and Dramatic News	172 Strand, W.C.
Ladies' Field	3-13 Southampton St., Strand, W.C.
Lady	39-40 Bedford St., E.C.
Lady's Pictorial	172 Strand, W.C.
Onlooker	16 Bedford St., Strand, W.C.
Pears' Annual	71 New Oxford St., W.C.
Queen, The	Bream's Buildings, Chancery Lane, E.C.
Sketch	195 Strand, W.C.
Sphere	Great New St., E.C.
Tatler	Great New Street, E.C.
T. P.'s Weekly	5 Tavistock St., Covent Garden, W.C.
Truth	10 Bolt Ct., E.C.
Vanity Fair	42 Bloomsbury Sq., W.C.
Yachting World	37 Wallbrook, E.C.
Yachtsman	125 Strand, W.C.
<i>Church</i> (see Religious).	
<i>Civil Service—</i>	
Civil Service Candidate	8 Gate St., Kingsway, W.C.
Civil Service Competitor	9 Southampton St., W.C.
Civil Service Gazette	12-13 Fetter Lane, E.C.
Civil Service Hints	Memorial Hall, Farringdon St., E.C.

NAME.	ADDRESS.
Civil Service Socialist	60 Doughty St., W.C.
Civilian	76-78 Clerkenwell Rd., E.C.
<i>Coal Trade—</i>	
Coal and Iron Journal	46-47 Coal Exchange, E.C.
Coal Merchant and Shipper	165 Strand, W.C.
Colliery Guardian	30-31 Furnival St., Holborn, E.C.
<i>Colonies and Possessions—</i>	
African Mail	14 Pall Mall, Liverpool
Australasian	38 King William St., E.C.
British Australasian	115 High Holborn, W.C.
Canada	Kingsway House, E.C.
Canadian Mail	90-93 Fleet St., E.C.
Commercial Intelligence	166 Fleet St., E.C.
Colonizer	16 Eldon St., E.C.
Empire Review	Macmillan & Co., Ltd., St. Martin's, W.C.
Empire Trader	119 Finsbury Pavement, E.C.
Empire Magazine	11 Haymarket, E.C.
Homeward Mail	65 Cornhill, E.C.
India	85 Palace Chambers, Westminster, S.W.
London and China Express	79 Gracechurch St., E.C.
Near East	15 Copthall Ave., E.C.
Overland Mail	65 Cornhill, E.C.
Overseas Mail	3 Carmelite House, Tallis St., E.C.
South Africa	Winchester House, E.C.
Times (weekly edition)	Printing House Sq., E.C.
<i>Commercial and Mercantile—</i>	
Birmingham Chamber of Commerce Journal	Hudson & Son, Livery St., Bir- mingham
Board of Trade Journal	Wyman & Sons, Fetter Lane, E.C.
Board of Trade Labour Gazette	" " " " "
British Empire Review	Norfolk House, Laurence Poulteney Hill, E.C.
British Export Gazette	33-35 Eastcheap, E.C.
British Trade Journal	24 Mark Lane, E.C.
Cardiff Journal of Commerce	10 Mill Lane, Cardiff
Chamber of Commerce Journal	Oxford Ct., Cannon St., E.C.
Commercial Intelligence	166 Fleet St., E.C.
Commercial Weekly State- ment	11 Jewry St., E.C.
Customs Bill of Entry	12 Eden Quay, Dublin
Dornbusch's Floating Cargoes	11 Tokenhouse Yard, E.C.

NAME.	ADDRESS.
Economist	Granville House, Arundel St., Strand, W.C.
Export World	31 Christopher St., Finsbury Sq., E.C.
Indent Gazette	24 Mark Lane, E.C.
Kemp's Mercantile Gazette	46 Cannon St., E.C.
Liverpool Journal of Commerce	Charles Birchall, Ltd., Publishers, Liverpool
London Commercial Record	11 Jewry St., E.C.
Manchester Chamber of Commerce Journal	Charles Birchall, Ltd., Liverpool
Mercantile Guardian	16 St. Helen's Place, E.C.
Mining Journal	46 Queen Victoria St., E.C.
Mining News	37 Wallbrook, E.C.
On the Road	25 George St., Hull
Organizer	2 Bream's Buildings, E.C.
Pitman's Commercial Teacher's Magazine	1 Amen Corner, E.C.
Sell's Commercial Intelligence	166 Fleet St., E.C.
Shipping Gazette (Lloyd's)	5 New St. Sq., E.C.
Shipping World	Effingham House, Arundel St., W.C.
Statist	51 Cannon St., E.C.
System	Norfolk St., W.C.
Produce Markets' Review	119 Cannon St., E.C.
<i>Confectioners—</i>	
British and Foreign Confectioner	3 Wellington St., W.C.
Confectioners' Union	150 Holborn, E.C.
Confectionery	37-38 Shoe Lane, E.C.
Practical Confectioner and Baker	180 Fleet St., E.C.
<i>Congregational</i> (see Religious).	
<i>Cricket—</i>	
Cricket	168 Upper Thames St., E.C.
<i>Cycling—</i>	
Bicycling News and Motor Review	Lucifer House, Lionel St., E.C.
Cycle Trader and Review	21 Wilson St., E.C.
Cycling	7-15 Rosebery Ave., E.C.
Irish Cyclist	34 Lower Abbey St., Dublin
Motor Cycle	20 Tudor St., E.C.
Motor Cycling	7-15 Rosebery Ave., E.C.
National Cyclists' Union	27 Chancery Lane, W.C.
Review	
Scottish Cyclist	73 Dunlop St., Glasgow

NAME.	ADDRESS.
<i>Dairying</i> (see also Agriculture)— Cowkeeper and Dairyman's Journal	57 Chancery Lane, W.C.
Creamery Journal	20 Tudor St., E.C.
Dairy World	98-99 Fetter Lane, E.C.
Dairy	5 Whitefriars St., E.C.
<i>Dental</i> —	
British Dental Journal	19 Hanover Sq., W.
British Journal of Dental Science	289 Regent St., W.
Dental Record	10 Lexington St., W.
<i>Diocesan</i> —	
Bath and Wells' Diocesan Gazette	Rev. E. B. Cooke, Wookey Vicarage, Wells, Som.
Birmingham Diocesan Magazine	Midland Educational Co., Ltd., Corporation St., Birmingham
Canterbury Diocesan Gazette	Macmillan & Co., Ltd., St. Martin's, W.C.
Carlisle Diocesan Magazine	Thurman & Sons, English St., Carlisle
Chester Diocesan Magazine	Phillipson & Golder, Eastgate Row, Chester
Chichester Diocesan Magazine	130 North St., Brighton
Ely Diocesan Remembrancer	43 Sydney St., Cambridge
Exeter Diocesan Gazette	Townsend & Sons, Exeter
Gloucester Diocesan Magazine	155 Westgate St., Gloucester
Lichfield Diocesan Magazine	A. Lomax's Succrs., Lichfield
Liverpool Diocesan Gazette	The Church House, Liverpool
London Diocesan Magazine	Spottiswoode & Co., New St. Sq., E.C.
Manchester Diocesan Magazine	John Heywood, Ltd., Manchester
Norwich Diocesan Magazine	A. H. Goose, 19 Rampant Horse St., Norwich
Oxford Diocesan Magazine	50 Broad St., Oxford
Peterborough Diocesan Magazine	Clarke & Satchell, 5 Gallowtree Gate, Leicester
Ripon Diocesan Gazette	W. Parr, High St., Knaresborough
Rochester Diocesan Chronicle	F. Sherlock, Ltd., Caxton House, Westminster, S.W.
St. Albans Diocesan Gazette	Earls Colne Printing Co., Earls Colne, Essex
Salisbury Diocesan Gazette	Brown & Co., Salisbury
Southwark Diocesan Chronicle	Longmans, Green & Co., 39 Parliament Row, E.C.

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NAME.	ADDRESS.
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Wakefield Diocesan Gazette	W. H. Milnes, Ltd., Wakefield
Winchester Diocesan Chronicle	Warren & Son, Staple Garden, Winchester
Worcester Diocesan Magazine	Midland Educational Co., Ltd., Corporation St., Birmingham
York Diocesan Magazine	John Sampson, 13 Coney St., York
<i>Dogs—</i>	
Horse and Hound	15 York St., Covent Garden, W.C.
Illustrated Kennel News	56 Ludgate Hill, E.C.
Kennel Gazette	7 Grafton St., W.
Our Dogs	4 Albert Sq., Manchester
<i>Domestic Pets (General)</i>	(see also Poultry)—
Animal World	105 Jermyn St., W.C.
Animals' Friend	York House, Portugal St., W.C.
Band of Mercy	9 Paternoster Row, E.C.
Our Cats	The Croft, Bowdon, Altrincham; Cheshire
<i>Drapery</i> (see Textile).	
<i>Dyeing</i> (see also Textile)—	
Dyer and Calico Printer	150 Holborn, E.C.
Journal of the Society of Dyers and Colourists	Market St., Bradford
<i>Education—</i>	
Blue, The	Christ's Hospital, West Horsham
Cambridge Review	30 Trinity St., Cambridge
Cambridge University Reporter	University Press, Warehouse, Fetter Lane, E.C.
Class Teacher	85 Fleet St., E.C.
Durham University Journal	45 Sadler St., Durham
Education	28 Victoria St., S.W.
Educational Times	89 Farringdon St., E.C.
Eton College Chronicle	Eton College, Windsor
Gownsmen	The Black Bear Press, Hills Rd., Cambridge
Granta	43 Sidney St., Cambridge
Head Teachers' Review	56 Upper Park Rd., Hampstead, N.W.
Higher Education Gazette	26 High Holborn, W.C.
Irish Education Review	24 Nassau St., Dublin
Isis	Bocardo Press, Oxford
Journal of Education	3 Broadway, E.C.
London Class Teacher	9 Fleet St., E.C.
London University Gazette	University of London, South Kensington, S.W.

NAME.	ADDRESS.
Manchester University Magazine	Sherratt & Hughes, 27 St. Anne's Sq., Manchester
N.H.U. Magazine	12 York Buildings, Adelphi, S.W.
One and All	14 Bishopsgate St. Without, E.C.
Oxford Magazine	Horace Hart, Publisher, Oxford
Oxford University Gazette	" " " "
Parents' Review	26 Victoria St., S.W.
Practical Teacher	35-36 Paternoster Row, E.C.
School Hygiene	2 Charlotte St., W.
School Monthly	42 Holborn Viaduct, E.C.
School Newspaper	Collins & Co., Bridewell Pl., New Bridge St., E.C.
School World	Macmillan & Co., Ltd., St. Martin's, W.C.
Schoolmaster	3 Racquet Ct., Fleet St., E.C.
Schoolmistress	149 Fleet St., E.C.
Secondary Education	85 Fleet St., E.C.
Student, The	Omega Press, Oxford
Student Movement	Bocardo Press, Oxford
Teachers' Aid	3 Racquet Ct., Fleet St., E.C.
Teachers' Times	10 Paternoster Sq., E.C.
Teachers' Work	24-25 Nassau St., Dublin
University Review	Sherratt & Hughes, 33 Soho Sq., E.C.
'Varsity	Holywell Press, Oxford
Women Teachers' World	85 Fleet St., E.C.
<i>Electricity—</i>	
Cassier's Magazine	33 Bedford St., Strand, W.C.
Commercial Intelligence	166 Fleet St., E.C.
Electric Accumulator	15 Queen St., Cheapside, E.C.
Electrical Engineer	20 Temple Chambers, Temple Ave., E.C.
Electrics	37-38 Strand, W.C.
Electrical Industries and Investments	37-38 Strand, W.C.
Electrical Magazine	Bazaar Buildings, Drury Lane, W.C.
Electrical Review	4 Ludgate Hill, E.C.
Electrical Times	8 Bream's Buildings, Chancery Lane, E.C.
Electrician	1-3 Salisbury Ct., Fleet St., E.C.
Electricity	36 Maiden Lane, Strand, W.C.
Journal of the Institute of Electrical Engineers	57 Haymarket, S.W.
Page's Weekly	22 Henrietta St., Covent Garden, W.C.
Tramway and Railway World	Amberley House, Norfolk St., Strand, W.C.

NAME.	ADDRESS.
<i>Engineering, Boiler-making, Founding, etc.</i>	
African Engineering	Queen Anne Chambers, Westminster, S.W.
Amalgamated Engineers Journal	110 Peckham Rd., S.E.
Boiler Maker	31 Christopher St., Finsbury Sq., E.C.
Castings	22 Henrietta St., W.C.
Cassier's Magazine	33 Bedford St., Strand, W.C.
Commercial Intelligence	166 Fleet St., E.C.
Concrete and Constructional Engineering	Dewar House, Haymarket, S.W.
Civil Engineering	185 Fleet St., E.C.
Domestic Engineering	High St. Buildings, Sydenham, S.E.
Eastern Engineering	Queen Anne Chambers, Westminster, S.W.
Engineer, The	33 Norfolk St., Strand, W.C.
Engineer in Charge	P. Marshall & Co., Poppins Ct., Fleet St., E.C.
Engineering	25 Bedford St., Strand, W.C.
Engineering Magazine	Kean St., Aldwych, W.C.
Engineering Review	104 High Holborn, W.C.
Engineering Times	30-31 St. Swithin's Lane, E.C.
English Mechanic	1 Arundel St., Strand, W.C.
Foundry Trade Journal	165 Strand, W.C.
Illuminating Engineer	13 Bream's Buildings, E.C.
Implement and Machinery Review	28 Budge Row, E.C.
International Marine Engi- neering	31 Christopher St., E.C.
Locomotive Magazine	3 Amen Corner, E.C.
Locomotive Engineers' Journal	8 Park Sq., Leeds
Marine Engineering	3 Amen Corner, E.C.
Marine Engineer	" " " "
Mining Magazine	819 Salisbury House, London Wall, E.C.
Mining News	37 Wallbrook, E.C.
Mining World	234 Gresham House, E.C.
Model Engineer	26-29 Poppin's Ct., Fleet St., E.C.
Page's Weekly	22 Henrietta St., Covent Garden, W.C.
Practical Engineer	55-56 Chancery Lane, W.C.
Railway Locomotive En- gineering	3 Amen Corner, E.C.
Railway Engineer	15 Farringdon Ave., E.C.

NAME.	ADDRESS.
Royal Engineers' Journal	Royal Engineers' Institute, Chat- ham
South African Engineering	392 Strand, W.C.
Water and Water Engineer- ing	30-31 Furnival St., E.C.
<i>Entomology—</i>	
Entomologist	54 Hatton Garden, W.C.
Entomologists' Magazine	10 Paternoster Row, E.C.
Entomologists' Record	17 Gellatly Rd., New Cross, S.E.
<i>Exports</i> (see Colonies, Commercial and Mercantile).	
<i>Farming</i> (see Agriculture).	
<i>Fashions—</i>	
Aspinal's Journal of Fashion	3-5 Gunpowder Alley, E.C.
Chiffons	351 Oxford St., W.
Delineator	83-84 Long Acre, W.C.
Draper, The	46 Aldersgate St., W.C.
Drapers' Record	St. Clement's Press, Portugal St., W.C.
Enquire Within	27 Fetter Lane, E.C.
Fashions for All	26-29 Bouverie St., E.C.
Gallery of Fashion	25 Bedford St., W.C.
Gentlewoman	70-77 Long Acre, W.C.
Hearth and Home	10-11 Fetter Lane, E.C.
Jose Lille's Practical Fashions	27 Fetter Lane, E.C.
Journal des Modes	142 Long Acre, W.C.
Ladies' Companion	8 Johnson's Ct., Fleet St., E.C.
Ladies' Cutter	51 Old Bailey, E.C.
Ladies' Field	3-13 Southampton St., Strand, W.C.
Ladies' Tailor	42 Gerrard Street, W.
Lady of the House	Commercial Buildings, Dublin.
Lady's Pictorial	172 Strand, W.C.
Lady's Realm	31 Essex St., Strand, W.C.
Leach's Children's Dress- maker	8 Johnson's Ct., Fleet St., E.C.
Leach's Family Dressmaker	" " " "
Leach's Fancy Work Basket	" " " "
London Tailor	51 Old Bailey, E.C.
Madame	7 Essex St., Strand, W.C.
Myra's Journal	Beeston & Co., Fetter Lane, E.C.
Our Home	6 Essex St., Strand, W.C.
Paris Journal	54 New Cavendish St., W.
Queen, The	Bream's Buildings, E.C.
Tailor and Cutter	42 Gerrard St., W.
Tailoring World	17 Great Turnstile St., W.C.

NAME.	ADDRESS.
Weldon's Catalogue of Fashions	30-31 Southampton St., Strand, W.C.
Weldon's Dressmaker	" " " "
Weldon's Journal	" " " "
Weldon's Journal of Costumes	" " " "
Young Ladies' Journal	8 Farringdon Ave., E.C.
<i>Finance, Banking and Investments—</i>	
Accountant, The	34 Moorgate St., E.C.
Bank Notes	98-99 Fetter Lane, E.C.
Bankers' Journal	46 Cannon St., E.C.
Bankers' Magazine	Waterlow & Sons, London Wall, E.C.
Bondholders' Register	73 Farringdon St., E.C.
Capitalist	11-12 Clement's Lane, E.C.
Citizen	63 Fleet St., E.C.
City Press	148-149 Aldersgate St., E.C.
City Review	17 Coleman St., E.C.
Commercial Intelligence	166 Fleet St., E.C.
Critic	4 Moorfields, E.C.
Daily Argus	45 Finsbury Sq., E.C.
Dublin Gazette	87-89 Middle Alley St., Dublin
Economist	Granville House, Arundel St., Strand, W.C.
Enterprise	28a Basinghall St., E.C.
Exchange Telegraph Co.'s	17-18 Cornhill, E.C.
Stock Exchange News	" "
Fairplay	34 Leadenhall St., E.C.
Finance	Broad Street House, New Broad St., E.C.
Finance Chronicle	8 John St., Adelphi, W.C.
Financial Chronicle	29 Gracechurch St., E.C.
Financial News	111 Queen Victoria St., E.C.
Financial Opinion	79 Cornhill, E.C.
Financial Outlook	18 Ropemaker St., E.C.
Financial Reformer	18 Hackin's Hey, Liverpool
Financial Review of Reviews	2 Waterloo Pl., S.W.
Financial Standard	Broad Street House, New Broad St., E.C.
Financial Times	72 Coleman St., E.C.
Financial Truth	17 Wormwood St., E.C.
Financier and Bullionist	54 Wool Exchange, E.C.
Finanz Chronik	38 Coleman St., E.C.
House	12-14 Newton St., Holborn, W.C.
Illustrated Finance	15 Copthall Ave., E.C.
Imperial Finance	199 Piccadilly, W

NAME.	ADDRESS.
Investors' Chronicle	Tower Chambers, London Wall, E.C.
Investors' Guardian	21 Lime St., E.C.
Investors' Review	Norfolk House, Norfolk St., Strand, W.C.
John Bull	93-94 Long Acre, W.C.
Joint Stock Co.'s Journal	11 Victoria St., E.C.
Money	11 Queen Victoria St., E.C.
Money Market Review	Nicholas Passage, Abchurch Lane, E.C.
Rialto	76 Cheapside, E.C.
Rubber Investor	Mincing Lane House, Mincing Lane, E.C.
Statist	51 Cannon St., E.C.
Stock Exchange	14 Devonshire St., E.C.
Stock Exchange Gazette	76-81 Gresham House, W.C.
Stock Exchange Intelligence	4 Copthall Ave., E.C.
Stock Exchange Review	29 Gracechurch St., E.C.
Truth	10 Bolt Ct., Fleet St., E.C.
Weekly Report	10-13 Broad St. Ave., E.C.
<i>Fishing—</i>	
Angler	33 Putney Bridge Rd., E.C.
Anglers' News	15 Gough Sq., E.C.
Field	Horace Cox, Bream's Bldgs., E.C.
Fishing Gazette	19 Adam St., Adelphi, W.C.
<i>Food and Cooking—</i>	
British Food Journal	32 Shaftesbury Ave., E.C.
Epicure	39 Furnival St., W.C.
Food and Cookery	329 Vauxhall Bridge Rd., E.C.
Vegetarian	3-4 London House Yard, Paternoster Row, E.C.
Vegetarian Messenger	257 Deansgate, Manchester
<i>Furniture Trade—</i>	
Cabinet Maker	31 Christopher St., Finsbury Sq., E.C.
Furniture Record	14 City Road, E.C.
<i>Gardening</i> (see also Agriculture and Botany)—	
Amateur Gardening	148-149 Aldersgate St., E.C.
Farm and Garden	148-149 Aldersgate St., E.C.
Farm Life	Hatton House, Great Queen St., W.C.
Fruit, Flower, etc., Trades Journal	1 White Ct., Fleet St., E.C.
Fruit Grower	1-3 Salisbury Ct., Fleet St., E.C.
Garden, The	3-13 Southampton St., Strand, W.C.
Garden Life	Hatton House, Great Queen St., W.C.

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NAME.	ADDRESS.
Gardener, The	Cassell & Co., La Belle Sauvage, Ludgate Hill, E.C.
Gardeners' Chronicle	41 Wellington St., Covent Garden, W.C.
Gardeners' Magazine	148-149 Aldersgate St., E.C.
Gardening Illustrated	17 Furnival St., E.C.
Horticultural Trades Journal	Horticultural Printing Co., Burnley, Lancashire
Journal of Horticulture	12 Mitre Ct. Chambers, Fleet St., E.C.
Scottish Gardener	12 Bank St., Edinburgh
<i>Gas and Water—</i>	
Acetylene	30 Red Lion Sq., W.C.
Gas Engineers' Magazine	139 Moor St., Birmingham
Gas World	8 Bouverie St., E.C.
Journal of Gas Lighting	11 Bolt Ct., Fleet St., E.C.
Plumber	46 Cannon St., E.C.
Water and Water Engineer- ing	30-31 Furnival St., E.C.
<i>Genealogy</i> (see <i>Archæology</i>).	
<i>Geography—</i>	
Geographical Journal	12-14 Long Acre, W.C.
Scottish Geographical Magazine	R.S.G. Society, Castle Ter., Edinburgh
Journal of the Royal Geographical Society	E. Stanford, 12-14 Long Acre, W.C.
<i>Geology—</i>	
Geological Magazine	Dulau & Co., 37 Soho Sq., E.C.
<i>Golf</i> (see <i>Sporting</i>).	
<i>Grain and Seed Trade—</i>	
Mark Lane Express	3 Wellington St., Strand, W.C.
Miller	24 Mark Lane, E.C.
Millers' Gazette	94 Leadenhall St., E.C.
Milling	17 Goree Piazzas, Liverpool
<i>Grocery Trade—</i>	
Grocer and Oil Trade Re- view	Eastcheap Buildings, E.C.
Grocers' Gazette	15 Philpot Lane, Eastcheap, E.C.
Grocers' Journal	29 Rood Lane, E.C.
Grocery	150 Holborn, E.C.
Produce Markets Review	119 Cannon St., E.C.
Grocers' Review	Corporation St., Manchester
Grocers' Assistant	24 Bedford St., Strand, W.C.
Scottish Trader	82 Mitchell St., Edinburgh
<i>Hairdressing and Coiffure—</i>	
Hairdressers' Chronicle	29-33 Berners St., W.
Hairdressers' Weekly Jrnl.	51-54 Frith St., Soho, S.W.

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NAME.	ADDRESS.
Hairdressing	31 Furnival St., E.C.
Perfumery and Essential Oil Trades Record	8 Serle St., Lincoln's Inn, W.C.
<i>Hardware—</i>	
Hardware Trades Journal	31 Christopher St., Finsbury, E.C.
Ironmonger	42 Cannon St., E.C.
Ironmongers' Chronicle	39 Newhall St., Birmingham
Ironmongers' Weekly	1 Lionel St., Birmingham
<i>Horses (see also Sporting)—</i>	
Horse and Hound	15 York St., Covent Garden, W.C.
<i>Horology and Jewellery—</i>	
British Jeweller and Watchmaker	Craven House, Kingsway, W.C.
Goldsmiths' Review	31 Christopher St., E.C.
Horological Journal	B.H.I., Northampton St., Clerkenwell, E.C.
Jeweller and Metalworker	24 Clerkenwell Rd., E.C.
Jewellers' and Watchmakers' Trade Advertiser	148-149 Great Charles St., Birmingham
Watchmaker, Jeweller, and Silversmith	150 Holborn, E.C.
<i>Humorous—</i>	
Ally Sloper	1-2 Plough Ct., Fetter Lane, E.C.
Butterfly	26-29 Bouverie St., E.C.
Comic Cuts	26-29 Bouverie St., E.C.
Funny Cuts	32 Fleet St., E.C.
Illustrated Bits	13 Milford Lane, Strand, W.C.
Illustrated Chips	26-29 Bouverie St., E.C.
Jester and Wonder	26-29 Bouverie St., E.C.
Lot o' Fun	J. Henderson & Sons, Red Lion Ct., E.C.
Picture Fun	32 Fleet Lane, E.C.
Puck	26-29 Bouverie St., E.C.
Punch	10 Bouverie St., E.C.
Scraps	J. Henderson & Sons, Red Lion Ct., E.C.
<i>Insurance and Assurance—</i>	
Agents' Journal	Merton House, Salisbury Sq., E.C.
Assurance Agents' Chronicle	132-134 Great Ancoats St., Manchester
Assurance Agents' Review	1-2 Market St., Wolverhampton
Assure	44 Lloyd St., Manchester
Bourne's Assurance Guide	85 Fleet St., E.C.
British Underwriter	Merton House, Salisbury Sq., E.C.
Business	A. A. Reade, Wilmslow, Cheshire
Citizen	63 Fleet St., E.C.

NAME.	ADDRESS.
Commercial World and Insurance Budget	57-58 Chancery Lane, E.C.
Enterprise	28a Basinghall St., E.C.
Finance Chronicle	8 John St., Adelphi, W.C.
Insurance Agent	68-74 Carter Lane, E.C.
Insurance Agents' News	30 Red Lion Sq., E.C.
Insurance and Banking Review	4-5 Newman St., Oxford St., W.
Insurance and Financial Gazette	74 Royal Ave., Belfast
Insurance Freeman	38 Church St., Liverpool
Insurance Guardian	194 Bishopsgate St., E.C.
Insurance Index	46 Strand, W.C.
Insurance Journal	47 Fleet St., E.C.
Insurance Mail	85 Fleet St., E.C.
Insurance News	38 Fountain St., Manchester
Insurance Observer	37 Wallbrook, E.C.
Insurance Opinion	1-2 Whitefield St., E.C.
Insurance Record	13 York St., Covent Garden, E.C.
Insurance Spectator	5 Ludgate Circus, Bldgs., E.C.
Insurance Times	3 Portpool Lane, E.C.
Insurance World	309 Dashwood House, E.C.
Joint Stock Co.'s Journal	11 Queen Victoria St., E.C.
Mercantile Insurance Gazette	2 Hill St., Belfast
Policy	85 Fleet St., E.C.
Policyholder	44 Lloyd St., Manchester
Post Magazine	9 St. Andrew St., Holborn, E.C.
Review	20 Bucklersbury, E.C.
<i>Invention</i> (see also Electrical and Engineering)—	
Sales Journal	26 Copthall Ave., E.C.
Trades Marks' Journal	Patent Office, Sales Branch, Quality Ct., Chancery Lane, E.C.
<i>Iron Trade</i> —	
Coal, Iron and By-Products Journal	46-47 Coal Exchange, E.C.
Coal Merchant and Shipper	165 Strand, W.C.
Colliery Guardian	30-31 Furnival St., E.C.
Iron and Coal Trades Review	165 Strand, W.C.
Iron and Steel Trades Journal	Oswaldestree House, Norfolk St., W.C.
Ironmonger, The	42 Cannon St., E.C.
Ironmongers' Chronicle	39 Newhall St., Birmingham
Ironmongers' Weekly	1 Lionel St., Birmingham
Page's Weekly	22 Henrietta St., Covent Garden, W.C.

NAME.	ADDRESS.
Rylands' Iron Trades Circular	165 Strand, W.C.
<i>Jewellery</i> (see Horology).	
<i>Jewish</i> —	
Jewish Chronicle	2 Finsbury Sq., E.C.
Jewish Express	89 Commercial St., E.
Jewish Journal	40 Osborn St., Whitechapel, E.
Jewish Missionary Herald	9 St. James' St., W.C.
Jewish World	10 Duke St., Aldgate, E.
<i>Juvenile Literature</i> (see also Temperance)—	
African Tidings	9 Dartmouth St., S.W.
Baby	32 George St., Hanover Sq., W.
Babyland	33 Strand, W.C.
Baby's World	12 Burleigh St., W.C.
Boys' Friend	26-29 Bouverie St., E.C.
Boys' and Girls' Magazine	73 Bothwell St., Glasgow
Boys' Herald	26-29 Bouverie St., E.C.
Boys' Own Paper	4 Bouverie St., E.C.
Boys' Realm	26-29 Bouverie St., E.C.
Captain	3-13 Southampton St., Strand, W.C.
Chatterbox	4 Paternoster Buildings, E.C.
Child	83-91 Great Titchfield St., W.
Child Life	32 Fleet St., E.C.
Child of Mary	1-4 Paternoster Row, E.C.
Children's Encyclopædia	26-29 Bouverie St., E.C.
Children's Friend	9 Paternoster Row, E.C.
Children's Gospel Magazine	13 Paternoster Row, E.C.
Children's Messenger	4 Ave Maria Lane, E.C.
Children's Missionary Magazine	North Bank St., Edinburgh
Children's Paper	35 Paternoster Row, E.C.
Children's Pearl	Caxton Hall, Lampeter
Children's Treasury	Gwersyllt, Wrexham, N. Wales
Childs' Companion	R.T.S., 4 Bouverie St., E.C.
Child's Friend	Holborn Hall, Gray's Inn Road, W.C.
Child's Own Magazine	S.S.U., 55 Ludgate Hill, E.C.
Chums	La Belle Sauvage, Ludgate Hill, E.C.
Girls' Friend	26-29 Bouverie St., E.C.
Girls' Own Paper	4 Bouverie St., E.C.
Girls' Reader	26-29 Bouverie St., E.C.
Girls' Realm	La Belle Sauvage, Ludgate Hill, E.C.
Golden Rule	56 Ludgate Hill, E.C.
Good News	Drummond's Tract Dépôt, Stirling, N.B.
Gospel Stories for the Young	20 Paternoster Sq., E.C.
Infants' Magazine	9 Paternoster Row, E.C.

NAME.	ADDRESS.
Juvenile Rechabite	26 Bury New Rd., Manchester
Juvenile Templar	168 Edmund St., Birmingham
Little Folks	La Belle Sauvage, Ludgate Hill, E.C.
Our Boys and Girls	2-3 Ludgate Circus buildings, E.C.
Our Boys' Magazine	13a Warwick Lane, E.C.
Our Circle	22 Long Millgate, Manchester
Our Darlings	3 Pilgrim St., Ludgate Hill, E.C.
Our Little Dots	R.T.S., 4 Bouverie St., E.C.
Our Own Magazine	13a Warwick Lane, E.C.
Scholars' Own	3-13 Southampton St., Strand, W.C.
St. Nicholas	15 Bedford St., Strand, W.C.
Sunrise	168 Edmund St., Birmingham
Young Crusader	The Sanctuary, Westminster, S.W.
Young England	56 Ludgate Hill, E.C.
Young Helpers' League	26 Stepney Causeway, E.
Young People	Judd St., King's Cross, W.C.
Young Standard Bearer	3-4 Paternoster Buildings, E.C.
Young Soldier	J. B. Lawrie, Judd St., King's Cross, W.C.
<i>Labour</i> (see also <i>Socialist</i>)—	
British Trade Review	113 Cannon St., E.C.
Labour Leader	30 Blackfriars St., Manchester
Labour Herald	J. Walker, Melbourne St., Fardey, Leeds
Labour News	432 West Strand, W.C.
Liberty	58-60 Victoria St., S.W.
<i>Laundry Trade</i> —	
Laundry and Institution Engineer	3 Bolt Ct., Fleet St., E.C.
Laundry Journal	75 Fairfax Rd., Hampstead, N.W.
Laundry News	27-33 Charing Cross Rd., W.C.
Laundry Record	150 Holborn, E.C.
Power Laundry	89 Farringdon St., E.C.
<i>Leather Trades</i> —	
Bag, Portmanteau, and Umbrella Trader	435 Birkbeck Bank Chambers, E.C.
Boot and Shoe Retailer	46 Fleet St., E.C.
Boot and Shoe Trades Jnl.	72-77 Temple Chambers, E.C.
Footwear	14 City Road, E.C.
Irish Shoe and Leather World	13 Stafford St., Dublin
Leather Trades Review	24 Mark Lane, E.C.
Leather Trade Record	40 Finsbury Sq., E.C.
Shoe and Leather Trader	17 Bouverie St., E.C.
<i>Legal</i> —	
County Court Chronicle	1 Bream's Bldgs., Chancery Lane, E.C.

NAME.	ADDRESS.
Irish Law Times	53 Upper Sackville St., Dublin
Justice of the Peace	2 Crane Ct., Fleet St., E.C.
Law Clerk	99 Fetter Lane, E.C.
Law Journal	37-39 Essex St., W.C.
Law Journal Reports	119-120 Chancery Lane, W.C.
Law Notes	25-36 Chancery Lane, W.C.
Law Reports	8 Serle St., W.C.
Law Society's Gazette	Law Society, Bell Yard, W.C.
Law Students' Journal	Furnival Press, Furnival St., E.C.
Law Times	Horace Cox, Bream's Bldgs., E.C.
Legal Journal	1 New Court, Carey St., W.C.
London Gazette	Wyman & Sons, Fetter Lane, E.C.
Scottish Law Reporter	39 Eldon St., Edinburgh
Scots Law Times	E. C. Green, Publisher, Edinburgh
Solicitors' Gazette	46 Cannon St., E.C.
Solicitors' Journal and Weekly Reporter	27 Chancery Lane, W.C.
<i>Licensed Victuallers</i> (see also Brewing)—	
Licensed Trade News	139 Moor St., Birmingham
Licensed Victuallers' Gazette	81 Farringdon St., E.C.
Licensing World	27 Russell Sq., W.C.
Morning Advertiser	127 Fleet St., E.C.
National Guardian	82 Mitchell St., Glasgow
<i>Literary—</i>	
Academy	63 Lincoln's Inn Fields, W.C.
Athenæum	Bream's Bldgs., Chancery Lane, E.C.
Author	39 Old Queen St., Storey's Gate, E.C.
Bookman	Warwick Square, E.C.
Book Monthly	4 Stationer's Hall Ct., E.C.
Bookseller	12 Warwick Lane, E.C.
Bulletin of New Books	4 Stationer's Hall Ct., E.C.
East Anglian Notes	Ancient House, Ipswich
Literary Digest	Funk & Wagnalls, Salisbury Sq., E.C.
Literary Guide	17 Johnson's Ct., Fleet St., E.C.
Literary Post	35 Surrey St., W.C.
Literary World	13 Fleet St., E.C.
Monthly Gazette	12 Warwick Lane, E.C.
Nation	14 Henrietta St., Covent Garden, W.C.
Notes and Queries	Bream's Bldgs., Chancery Lane, E.C.
Outlook	167 Strand, W.C.
Publisher's Circular	19 Adam St., Adelphi, W.C.
Review of Reviews	Bank Bldgs., Kingsway, W.C.
Saturday Review	10 King St., Covent Garden, W.C.
Spectator	11 Wellington St., W.C.

NAME.	ADDRESS.
Thrush	11 Henrietta St., Covent Garden, W.C.
T. P.'s Weekly	5 Tavistock St., Covent Garden, W.C.
<i>Local Government—</i>	
County and City of London Observer	Bush Lane Chambers, Cannon St., E.C.
County and Municipal Record	34-36 North Frederick St., Glasgow
Knight's Official Advertiser	227-239 Tooley Street, S.E.
Local Government Chronicle	" " " "
Local Government Journal	27a Farringdon St., E.C. "
Local Government Officer	36-38 Whitefriars St., E.C.
Local Government Review	Effingham House, Arundel St., W.C.
London County Council Gazette	2-4 Great Smith St., S.W.
Municipal Journal	12 Salisbury Sq., E.C.
Poor Law Officers' Journal	18-19 Whitefriars St., E.C.
<i>Machinery (see also Engineering and Mechanics)—</i>	
American Machinist	6 Bouverie St., E.C.
British Machinery Gazette	Lord St. Works, Leeds
Implement and Machinery Review	28 Budge Row, E.C.
Journal of Domestic Appliances	27 Chancery Lane, W.C.
Machinery Market	146a Queen Victoria St., E.C.
Machinery User	Norfolk House, Laurence Poulteney Hill, E.C.
Mechanical Engineer	Scientific Publishing Co., Salford, Manchester
Mechanical World	" " " "
Phillips' Machinery Register	C. D. Phillips, "Publisher", Newport, Mon.
<i>Magazines (see also Diocesan, Literary, Reviews, Scientific)—</i>	
All Story Magazine	125 Fleet St., E.C.
Art Journal	7 City Garden Row, N.
Atlantic Monthly	10 Orange St., W.C.
Badminton Magazine	8 Henrietta St., Strand, W.C.
Baily's Magazine	8 Bream's Bldgs., E.C.
Blackwood's Magazine	45 George St., Edinburgh
Boys' Own Paper	4 Bouverie St., E.C.
Boys' and Girls' Magazine	73 Bothwell St., Glasgow
Cassell's Magazine	La Belle Sauvage, Ludgate Hill, E.C.
C. B. Fry's Magazine	Effingham House, Arundel St., W.C.
Century Illustrated Monthly	Hodder & Stoughton, Warwick St., E.C.
Chambers' Journal	W. & R. Chambers, Ltd., Edinburgh

NAME.	ADDRESS.
Contemporary Review	Temple House, E.C.
Cornhill Magazine	15 Waterloo Place, Pall Mall, S.W.
Dickensian	11 Henrietta St., W.
Empire Magazine	14 Red Lion Ct., E.C.
English Illustrated Magazine	358 Strand, W.C.
Girls' Own Paper	4 Bouverie St., E.C.
Grand Magazine of Fiction	3-13 Southampton St., Strand, W.C.
Harper's Magazine	45 Albemarle St., W.
Hulton's Magazine	Withy Grove, Manchester
Idler	33 Henrietta St., Covent Garden, W.C.
Lady's Realm	31 Essex St., Strand, W.C.
Lady's World	6 Essex St., Strand, W.C.
Leisure Hour	4 Bouverie St., E.C.
Lewis' Magazine	Church St., Liverpool
London Magazine	25 Bouverie St., E.C.
Monthly Magazine	23-24 Henrietta St., W.C.
Nash's Magazine	36 King St., Covent Garden, W.C.
One Story Magazine	24 Henrietta St., W.C.
Pearson's Magazine	17 Henrietta St., W.C.
Quiver	La Belle Sauvage, Ludgate Hill, E.C.
Royal Magazine	17 Henrietta St., W.C.
Scribner's Magazine	Temple House, Temple Ave., E.C.
Smart Set	Talbot House, Arundel St., W.C.
Story-Teller	La Belle Sauvage, Ludgate Hill, E.C.
Strand Magazine	3-13 Southampton St., Strand, W.C.
Sunday at Home	4 Bouverie St., E.C.
T. P.'s Magazine	5 Tavistock St., Strand, W.C.
The Tramp	11 Adam St., Strand, W.C.
Wide World Magazine	3-13 Southampton St., Strand, W.C.
Windsor Magazine	Warwick House, Salisbury Sq., E.C.
Woman at Home	3-13 Southampton St., Strand, W.C.
World's Work and Play	20-21 Bedford St., Strand, W.C.
<i>Mechanics</i> (see also Engineering and Machinery)—	
English Mechanic	1 Arundel St., Strand, W.C.
Mechanical World	Emmott & Co., Ltd., Publishers, Salford, Manchester
Work	La Belle Sauvage, Ludgate Hill, E.C.
<i>Medical Science and Surgery</i> —	
Annals of Surgery	La Belle Sauvage, Ludgate Hill, E.C.
Birmingham Medical Review	148-149 Great Charles St., B'ham
British Health Review	21 Paternoster Sq., E.C.
British Medical Journal	429 Strand, W.C.
British Journal of Children's Diseases	23 Bartholomew Close, E.C.
British Journal of Dermatology	136 Gower St., E.C.

NAME.	ADDRESS.
British Journal of Nursing	11 Adam St., Strand, W.C.
Bulletin of Pharmacy	19-20 Great Pulteney St., W.
Clinical Journal	23 Bartholomew Close, E.C.
Dental Surgeon	8 Henrietta St., Covent Garden, W.C.
Doctor	358 Strand, W.C.
Dublin Journal of Medical Science	41 Grafton St., Dublin
Edinburgh Medical Journal	2 St. Giles St., Edinburgh
Family Doctor	358 Strand, W.C.
First Aid	44-46 Cannon St., E.C.
General Practitioner	44 Bedford Row, W.C.
Homœopathic World	12 Warwick Lane, E.C.
Hospital	28 Southampton St., Strand, W.C.
Journal of Laryngology	23 Bartholomew Close, E.C.
Journal of Obstetrics	33 Soho Sq., E.C.
Journal of Tropical Medicine	83-91 Great Titchfield St., W.
Lancet	423 Strand, W.C.
Laryngoscope	8 Henrietta St., Covent Garden, W.C.
Manchester Medical Students' Gazette	Sherratt & Hughes, St. Anne's St., Manchester
Medical Adviser	118 Fleet St., E.C.
Medical Chronicle	Sherratt & Hughes, St. Ann's St., Manchester
Medical Magazine	44 Bedford Row, W.C.
Medical Officer	36-38 Whitefriars St., E.C.
Medical Press and Circular	8 Henrietta St., W.C.
Medical Times and Hospital Gazette	Basing House, Basinghall St., E.C.
Midland Medical Journal	128 Edmund St., Birmingham
Nursing Mirror	28 Southampton St., Strand, W.C.
Nursing Notes	12 Buckingham St., Strand, W.C.
Nursing Times	Macmillan & Co., St. Martin's, E.C.
Ophthalmic Review	Sherratt & Hughes, St. Ann's St., Manchester
Ophthalmoscope	24-27 Thayer St., W.
Polyclinic	83-91 Great Titchfield St., W.
Practitioner	2 Howard St., Strand, W.C.
Public Health	1 Upper Montagu St., Russell Sq., W.C.
South African Medical Record	8 Henrietta St., London, W.C.
Therapeutic Gazette	19-20 Great Pulteney St., W.
<i>Methodist</i> (see Religious)—	
<i>Military Service</i> —	
Army and Explosives	Effingham House, Arundel St., W.
Army and Navy Chronicle	121 Cannon St., E.C.

NAME.	ADDRESS.
Army and Navy Gazette	22 Essex Street, Strand, W.C.
Army List Monthly	Wyman & Sons, Fetter Lane, E.C.
Broad Arrow	Temple House, Temple Ave., E.C.
Forward	Strain & Sons, Gt. Victoria St., Belfast
Irish Military Guide	12 D'Olier St., Dublin
Journal of the Royal Army Medical Corps	83-89 Great Titchfield St., E.C.
Journal of the Royal United Service Institute	Granville House, Arundel St., E.C.
Monthly Chatham Official Directory	51 High St., Old Brompton, Chatham
Military Mail	2 Amen Corner, E.C.
Regiment	7-15 Rosebery Ave., E.C.
Royal Engineers' Journal	R. E. Institute, Chatham
Territorial Service Gazette	99 Shoe Lane, E.C.
" " " "	43-44 Temple Chambers, E.C.
<i>Mineral Water Trade</i> —	
British and Colonial Mineral Water Trade Journal	W. Tooke, Cals St., Leeds
United Kingdom Mineral Water Trade Review	165 Queen Victoria St., E.C.
<i>Mineralogy</i> (see Mining).	
<i>Mining</i> —	
Anglo-American and Mexi- can Mining Guide	48 London Wall, E.C.
Birmingham Engineering and Mining Journal	37 New Street, Birmingham
Colliery Guardian	30-31 Furnival St., Holborn, W.C.
Mining Engineering	51 Old Bailey, E.C.
Mining Journal	46 Queen Victoria Street, E.C.
Mining Magazine	819 Salisbury House, London Wall, E.C.
Mining News	37 Wallbrook, E.C.
Mining World and Engineer- ing Record	234-236 Gresham House, E.C.
Page's Weekly	22 Henrietta St., Covent Garden, W.C.
Science and Art of Mining	Wall & Sons, Publishers, Wigan
<i>Missions</i> (see also Religious)—	
All the World	Salvation Army, Judd St., King's Cross, W.C.
China's Millions	12 Paternoster Bldgs., E.C.
Church and People	C.P.A.S., 11 Ludgate Sq., E.C.
Church Intelligencer	13-14 Buckingham St., W.C.
Church Missionary Gleaner	C.M.S., Salisbury Sq., E.C.
Church Missionary Review	" " " "

NAME.	ADDRESS.
Foreign Field	52 Long Acre, W.C.
Friendly Leaves	3-4 Paternoster Bldgs., E.C.
Girls' Friendly Society's Journal	3-4 Paternoster Bldgs., E.C.
Gospel Messenger	20 Paternoster Sq., E.C.
Greater Britain Messenger	C.C.S., 9 Sergeant's Inn, Fleet St., E.C.
Home Mission Field	14 Great Smith St., S.W.
Illustrated Missionary News	47 Paternoster Row, E.C.
King's Messengers	York House, Portugal St., E.C.
London City Mission Magazine	Bridewell Pl., E.C.
Mercy and Truth	C.M.S., Salisbury Sq., E.C.
Mission Field	York House, Portugal St., E.C.
Missionary Echo	12 Farringdon Ave., E.C.
Missionary Herald	21 Furnival St., Holborn, W.C.
Missionary Leaves	C.M.S., 20 Compton Ter., Islington, N.
Missionary Record of the United Free Church of Scotland	J. Cochrane, North Bank St., Edinburgh
Missionary Review of the World	Funk & Wagnalls, Salisbury Sq., E.C.
Monthly Record of the Protestant Evangelical Missions	5 Racquet Ct., Fleet St., E.C.
Moravian Missionary News	32 Fetter Lane, E.C.
<i>Motor Trade</i> —	
Auto, The	44 St. Martin's Lane, E.C.
Autocar	20 Tudor St., E.C.
Automobile Engineer	" "
Automobile and Carriage Builders' Journal	16 Eldon St., E.C.
Automobile Owner	67-69 Chancery Lane, W.C.
Bicycling News and Motor Review	Lucifer House, Lionel St., Birming- ham
Car Illustrated	168 Piccadilly, W.
Chauffeur and Garage Gazette	20 Long Acre, W.C.
Commercial Motor	7-15 Rosebery Ave., E.C.
Cooper's Vehicle Journal	104 Long Acre, W.C.
Motor, The	7-15 Rosebery Ave., E.C.
Motor Accessories Gazette	190 Fleet St., E.C.
Motor Boat	7-15 Rosebery Ave., E.C.
Motor Car Journal	27-33 Charing Cross Rd., W.C.
Motor Car Manufacturers' Art Journal	104 Long Acre, W.C.

NAME.	ADDRESS.
Motor Cycle	20 Tudor St., E.C.
Motor Cycling	7-15 Rosebery Ave., E.C.
Motor News	34 Lower Abbey St., Dublin
Motor Traction	20 Tudor St., E.C.
Motor Trader and Review, The	19-21 Wilson St., E.C.
Motor World	73 Dunlop St., Glasgow
R. A. C. Journal <i>Music—</i>	166 Piccadilly, W.
B.M.G.	15a Grafton St., W.
Bandsman, Songster, etc.	J. B. Lawrie, Judd St., King's Cross, W.C.
Banjo World	3 Swallow St., Piccadilly, W.
Boosey's Brass Band Jnl.	295 Regent St., W.
Boosey's Drum and Fife Journal	" "
Boosey's March Journal	" "
Boosey's Military Journal	" "
Boosey's New Supplemental Journal	" "
Boosey's Orchestral Journal	" "
British Bandsman	210 Strand, W.C.
Choir, The	26 Paternoster Row, E.C.
Choralist	Boosey & Co., 295 Regent St., W.
Flute Players' Journal	23 Berners St., W.
L.A.M.	22 Princes St., Cavendish Sq., W.
Liverpool Brass Band Jnl.	34 Erskine St., Liverpool
Music	4-5 Gough St., E.C.
Music Student	33 Soho Sq., W.
Music Traders' Review	20 Paternoster Row, E.C.
Musical Budget	" "
Musical Herald	24 Berners St., Oxford St., W.
Musical Journal	29 Paternoster Row, E.C.
Musical News	3 Wine Office Ct., Fleet St., E.C.
Musical Observer	53 Pembridge Rd., W.
Musical Opinion	35 Shoe Lane, Fleet St., E.C.
Musical Salvationist	Judd St., King's Cross, W.C.
Musical Standard	83 Charing Cross Rd., W.C.
Musical Times	160 Wardour St., W.
Musicians' Journal	5 Hardman St., Liverpool
Organist and Choirmaster	60 Berners St., W.
Orpheus Journal	15 Green St., Leicester Sq., W.C.
Phonograph	40 Osborne St., Whitechapel, E.
School Music Review	160 Wardour St., W.
Sound Wave and Talking Machine Record	2 Whitefield St., Finsbury, E.C.
Strad, The	186 Fleet St., E.C.

NAME.	ADDRESS.
Talking Machine News	1 Mitre Ct., Fleet St., E.C.
Violin and String World	83 Charing Cross Rd., W.C.
Violin Budget	20 Paternoster Row, E.C.
Wright and Rounds' Brass Band News	34 Erskine St., Liverpool
Wright and Rounds' Drum and Fife Band Journal	" " "
<i>Natural History</i> (see also <i>Sporting</i>)—	Agriculture, Entomology, Science,
Animal World	105 Jermyn St., W.
Animals' Friend	York House, Portugal St., W.C.
Animals' Guardian	13 Regent St., W.
Annals of Natural History	7a Red Lion Ct., Fleet St., E.C.
Irish Naturalist	Eason & Sons, Publishers, Dublin
Nature	Macmillan & Co., Ltd., St. Martin's Street, W.C.
Zoologist	54 Hatton Garden, E.C.
Zoophilist and Animals' Defender	92 Victoria St., S.W.
<i>Naval Service</i> (see also <i>Military Service</i>)—	
Fleet, The	23 Berners St., W.
Nautical Magazine	54 Darley St., Pollokshields, N.B.
Navy, The	13 Victoria St., S.W.
Navy List	Wyman & Sons, Fetter Lane, E.C.
<i>News Trade</i> —	
National Newsagent	154-156 Fleet St., E.C.
Newsagent and Booksellers' Review	Exeter House, Strand, W.C.
Publishers' Circular	19 Adam St., Adelphi, W.C.
<i>Notes and Queries</i> —	
East Anglian Notes and Queries	Ancient House, Ipswich
Notes and Queries	Bream's Bldgs., Chancery Lane, E.C.
<i>Novelettes</i> —	
Answers' Library	26-29 Bouverie St., E.C.
Christian Novels	2-3 Hind Ct., Fleet St., E.C.
Dainty Novels	" " "
Dramatic Novels	2 Plough Ct., Fetter Lane, E.C.
Family Stories	26-29 Bouverie St., E.C.
Fanny Eden's Penny Stories	" " "
Good Stories Library	2 Plough Ct., Fetter Lane, E.C.
Handy Stories	26-29 Bouverie St., E.C.
Happy Hour Stories	23-24 Henrietta St., Covent Garden, W.C.
Hartsease Library	26-29 Bouverie St., E.C.
Home Stories	2 Plough Ct., Fetter Lane, E.C.
Horner's Pansy Library	26-29 Bouverie St., E.C.

NAME.	ADDRESS.
Horner's Pansy Stories	26-29 Bouverie St., E.C.
Mayflower Novelette	2 Plough Ct., Fetter Lane, E.C.
Penny Magazine	26-29 Bouverie St., E.C.
Smart Novels	2-3 Hind Ct., Fleet St., E.C.
Story Journal	Mark Lane, Manchester
Tit-Bits Novels	3-13 Southampton St., Strand, W.C.
Weekly Taleteller	2-3 Hind Ct., Fleet St., E.C.
Yes or No	" " " "
<i>Nursing</i> —	
British Journal of Nursing	11 Adam St., Strand, W.C.
Hospital	28-29 Southampton St., Strand, W.C.
Matron, The	Craven House, Kingsway, W.C.
Midwives' Record	8 Henrietta St., Covent Garden, W.C.
Misericordia	26 Brooke St., Holborn, E.C.
Nurses' Journal	23 Bartholomew Close, E.C.
Nursing Mirror	28-29 Southampton St., Strand, W.C.
Nursing Notes	12 Buckingham St., Strand, W.C.
Nursing Times	Macmillan & Co., Ltd., St. Martin's, W.C.
<i>Obstetrics</i> (see Medical Science).	
<i>Occultism</i> .	
Occult Review	164 Aldersgate St., E.C.
<i>Oil and Colour Trades</i> —	
Grocer and Oil Trades	Eastcheap Buildings, E.C.
Review	
Oil Trades Gazette	8 Broadway, Ludgate Hill, E.C.
Perfumery and Essential	8 Serle St., Lincoln's Inn, W.C.
Oil Record	
Petroleum Review	45 St. Mary Axe, E.C.
Petroleum World	32 Great Helens, E.C.
Rubber and Oil	12 Buckingham St., Strand, W.C.
<i>Ophthalmology and Optics</i> (see also Medical Science)—	
Ophthalmic Review	33 Soho Sq., W.
Ophthalmoscope	24-27 Thayer St., W.
Optician	123-125 Fleet St., E.C.
<i>Paper Trade</i> —	
British Empire Paper, etc.,	57-59 Ludgate Hill, E.C.
Journal	
Paper Box and Bagmaker	47 Cannon St., E.C.
Paper Maker & C. Journal	" " "
Papermakers' Journal	47 St. Mary Axe, E.C.
Paper Making	5 Ludgate Circus Buildings, E.C.
<i>Patents</i> (see Invention).	
<i>Pharmacy</i> (see Chemists).	

NAME.	ADDRESS.
<i>Philately</i> (see Stamp Collecting).	
<i>Photography</i> —	
Amateur Photographer	52 Long Acre, W.C.
British Journal of Photography	24 Wellington St., Strand, W.C.
Camera, The	9-15 Oxford St., W.C.
Photo Miniatures	68-74 Carter Lane, E.C.
Photo Notes	12 New Union St., Moorfields, E.C.
Photographic Dealer	15 Harp Alley, Farringdon St., E.C.
Photographic Monthly	68-74 Carter Lane, E.C.
Photographic Scraps	Ilford, Ltd., Ilford, E.
Photography and Focus	20 Tudor St., E.C.
Process Engravers' Monthly	68-74 Carter Lane, E.C.
Professional Photographer	Kodak, Ltd., 57 Clerkenwell Rd., E.C.
Royal Photographic Society's Journal	35 Russell Sq., W.C.
South African Photographer	54 Queen Elizabeth St., S.E.
<i>Phrenology</i> —	
Phrenological Journal and Magazine	7 Imperial Arcade, Ludgate Circus, E.C.
Phrenologist	63 Chancery Lane, E.C.
<i>Physical Culture</i> —	
Health	358 Strand, W.C.
Health and Strength	12 Burleigh St., Strand, W.C.
Health Messenger	11 Ludgate Hill, E.C.
Macfadden's Physical Development	Orchard Leigh, Chesham
Health and Vim	73 Queen Victoria St., E.C.
Health Record	34 Bloomsbury Sq., W.C.
Vitality	22 Budge Row, Cannon St., E.C.
<i>Pigeons</i> (see Poultry).	
<i>Police</i> —	
Constabulary Gazette	13 Fleet St., E.C.
Illustrated Police News	Merton House, St. Bride's Ave., Fleet St., E.C.
Police Gazette	New Scotland Yard, S.W.
Police Review	69 Great Queen St., W.C.
<i>Politics</i> (see also Socialist and Suffragettes)—	
Conservative and Unionist	St. Stephen's Chambers, Westminster, S.W.
Conservative Clubs Gazette	" " "
Ealing Conservative and Unionist	213 Uxbridge Rd., West Ealing
Empire Illustrated	132 Fleet St., E.C.
Liberal Magazine	42 Parliament St., S.W.
Liberal Monthly	" " "

NAME.	ADDRESS.
Liberal Opinion	40 Devonshire Chambers, Bishops- gate, E.C.
Liberator	Caxton House, Westminster, S.W.
Link, The	37a Clerkenwell Green, E.C.
Llais Llafur	Ystalyfera, Swansea
London Municipal Notes	11 Toothill St., S.W.
Monthly Notes on Tariff Reform	7 Victoria St., S.W.
Municipal Reformer	46 Carter Lane, E.C.
New Age	12-14 Red Lion Ct., Fleet St., E.C.
Picture Politics	F. C. Gould (Westminster Gazette), Salisbury Sq., E.C.
Primrose League Gazette	64 Victoria St., S.W.
Ross' Parliamentary Record	11 Burleigh St., Strand, W.C.
Vacher's Parliamentary Companion	Great Smith St., Westminster, S.W.
Young Liberal	447 Strand, W.C.
Young Tribune	12 Dynevor Pl., Swansea
<i>Pottery Trade—</i>	
Brick and Pottery Trades Journal	37-38 Shoe Lane, E.C.
British Clayworker's Trade Journal	43 Essex St., Strand, W.C.
Pottery Gazette	8 Broadway, Ludgate Hill, E.C.
<i>Poultry and Pigeons</i> (see	also Domestic Pets)—
Feathered Life	5 Fetter Lane, E.C.
Feathered World	9 Arundel St., Strand, W.C.
Homing Pigeon	7 The Crescent, Birmingham
Pigeons Illustrated	Pigeons Illustrated Office, Idle, Bradford, Yorks.
Poultry	12 Mitre Ct. Chambers, Fleet St., E.C.
Poultry World	154 Fleet St., E.C.
Smallholder	17 Henrietta St., Strand, W.C.
<i>Presbyterian</i> (see Religious).	
<i>Printing Trade—</i>	
British and Colonial Printer	58 Shoe Lane, E.C.
British Printer	R. Lawrence & Co., Ltd., Leicester
Caxton Magazine	119-125 Finsbury Pavement, E.C.
Irish Printer	23 Bachelor's Walk, Dublin
Master Printer	87-89 Edmund St., Birmingham
Modern Lithographer	125 Finsbury Pavement, E.C.
Printers' Engineer	30 Norfolk St., Strand, W.C.
Printers' Register	13 Johnson's Ct., Fleet St., E.C.
Printing and Allied Trades	47 Cannon St., E.C.
Printing World	G. W. Jones, Craven House, Kingsway, W.C.

NAME.	ADDRESS.
Process Engravers' Monthly	68-74 Carter Lane, E.C.
Process Work and Electrotyping	109 Farringdon Rd., E.C.
Scottish Typographical Jnl.	2 Haddington Pl., Edinburgh
Typographical Circular	Caxton House, Salford, Manchester
<i>Public Health</i> (see Sanitary).	
<i>Racing</i> (see Sporting).	
<i>Railway Service, Guides, Journals and Magazines—</i>	
Bradshaw's A.B.C. Guides	Bradshaw House, Surrey St., Strand, W.C.
Bradshaw's Continental Railway Guide	" " " "
Bradshaw's General Railway and Steam Navigation Guide	" " " "
Great Central Railway's Journal	Central Station, Leicester
Great Eastern Magazine	G.E.R. Liverpool St. Station, E.C.
Great Western Magazine	G.W.R., Paddington Statn., London
Indian Railway Gazette	3 Amen Corner, E.C.
Light Railway and Tramway Journal	16 Eldon St., E.C.
Locomotive Engineers' Journal	8 Park Sq., Leeds
Locomotive Magazine	3 Amen Corner, E.C.
North Eastern Railway Jnl.	
Railway and Shipping Contractor	48 Gray's Inn Rd., W.C.
Railway and Shipping Jnl.	6 Newcastle St., Farringdon St., E.C.
Railway and Travel Monthly	35 Bream's Bldgs., Fetter Lane, E.C.
Railway Clerk	357 Gray's Inn Rd., W.C.
Railway Club Journal	Railway Club, Bedford Rd., South Woodford
Railway Magazine	30 Fetter Lane, E.C.
Railway News	91 Temple Chmbrs., Temple Ave., E.C.
Railway Official Gazette	McCorquodale & Co., Cardington St., N.W.
Railway Review	312 Gray's Inn Rd., W.C.
Tramway and Railway World	Amberley House, Norfolk St., W.C.
Transit	10a Bishop Lane, Hull
<i>Religious Papers</i> (see also <i>Baptist—</i>	Diocesan, Jewish and Missions).
Baptist	29 Ludgate Hill, E.C.
Baptist Monthly	29 Ludgate Hill, E.C.

NAME.	ADDRESS.
Baptist Teacher	4 Southampton St., Strand, W.C.
Scottish Baptist Magazine	164 Howard St., Glasgow
<i>Catholic—</i>	
Catholic Book Notes	C.T.S., 69 Southwark Bridge Rd., S.E.
Catholic Fireside	8 Bouverie St., E.C.
Catholic Herald Series	57 Fleet St., E.C.
Catholic Home Journal	57 Fleet St., E.C.
Catholic Times	8 Bouverie St., E.C.
Child of Mary	1-4 Paternoster Row, E.C.
English Catholic Standard	T. H. O. Hicks, Lesware, West Green, N.
Illustrated Catholic Missns.	19 Henrietta St., W.C.
Irish Catholic	90 Middle Abbey St., Dublin
Irish Rosary	St. Saviour's Priory, Dublin
Messenger of the Sacred Heart	Manresa Press, Roehampton, London, S.W.
Monitor and New Era	57 Fleet St., E.C.
Month	Manresa Press, Roehampton, London, S.W.
Rosary	36 Castle St., Hinckley, Leicester
Stella Maris	"Messenger" Office, Wimbledon, S.W.
Tablet	19 Henrietta St., W.C.
Teeside Catholic News	1 Zetland Road, Middlesbrough
<i>Christadelphian—</i>	
Christadelphian	C. C. Walker, 21 Hendon Rd., Sparkhill, Birmingham
<i>Church—</i>	
Church Army Gazette	C. S. Headquarters, Bryanston Sq., W.
Church Family Newspaper	17-21 Tavistock St., W.C.
Church Friendly	C.E.T.B.S. Church House, Westminster, S.W.
Church Gazette	N.C.L. Grosvenor Mansions, 82 Victoria St., W.
Church Intelligencer	13-14 Buckingham St., W.C.
Church Magazine	2 Wine Office Ct., Fleet St., E.C.
Churchman	62 Paternoster Row, E.C.
Churchman's Magazine	7 Paternoster Row, E.C.
Church Messenger	W. G. Evans, Pool St., Carnarvon
Church Missionary Gleaner	C.M.S., Salisbury Sq., E.C.
Church Missionary Review	" " "
Church Missionary Society's Gazette	" " "
Church Monthly	F. Sherlock, Ltd., Caxton House, Westminster, S.W.

NAME.	ADDRESS.
Church of England Endeavourer	62 Paternoster Row, E.C.
Church Times	7 Portugal St., E.C.
Churchwarden	15 Basinghall St., E.C.
Cyfaill Eglwysig	36-37 King St., Carmarthen
English Church Review	39 Paternoster Row, E.C.
English Churchman	74 Strand, W.C.
Expositor	Hodder & Stoughton, Warwick Sq., E.C.
Free Church Chronicle	N.F.C.C., Memorial Hall, Farringdon St., E.C.
Free Churchman	
Free Church of England Magazine	100 "Upper Richmond" Rd., Putney
Free Church Witness	A. T. Shippey, Head Gate, Colchester
Irish Church News	36 Fountain St., Belfast
Manx Church Magazine	Brown Bros, Publishers, Douglas, I.O.M.
National Church	Church House, Dean's Yard, Westminster, S.W.
North Wiltshire Church Magazine	4 John St., Devizes
Peterborough Church Magazine Advertiser	D. H. Stott, Cross St., Peterborough
<i>Congregational—</i>	
British Congregationalist	13 Memorial Hall, Farringdon St., E.C.
Irish Congregational Magazine	133 Royal Ave., Belfast
Leith E.U. Congregational Church	R. A. Spavin, 20 Ferry Road, Edinburgh
Scottish Congregationalist	106 West George St., Glasgow
<i>Evangelist—</i>	
British Evangelist	47 Paternoster Row, E.C.
Church Evangelist	29 King St., Covent Garden, W.C.
Evangelical Christendom	The E.A., 7 Adam St., Strand, W.C.
Evangelist	73 Bothwell St., Glasgow
Monthly Record of Protestant Evangelical Missn.	5 Racquet Ct., Fleet St., E.C.
<i>Friends, Society of—</i>	
Friend, The	140 Bishopsgate St., E.C.
<i>Methodist—</i>	
Aldersgate Primitive Methodist Magazine	189 Holborn Hall, Gray's Inn Rd., E.C.
Derby and Dist. Methodist	38 Friargate, Derby

NAME.	ADDRESS.
Independent Methodist Magazine	73 Brownlow Rd., Horwich, Lancashire
Irish Methodist Church Record	110 St. Stephen's Green, Dublin
Manx Wesleyan Methodist Record	Clueas & Farger, Publishers, Douglas, I.O.M.
Joyful News	118 Newgate St., E.C.
Methodist Evangelist	4 Harwood St., S.W.
Methodist Recorder	161 Fleet St., E.C.
Methodist Times	125 Fleet St., E.C.
Primitive Methodist Leader	73 Farringdon St., E.C.
Primitive Methodist Missionary Herald	Holborn Hall, Gray's Inn Rd., W.C.
United Methodist	12 Farringdon Ave., E.C.
United Methodist Magazine	
Wesleyan Methodist Church Record	24-35 City Road, E.C.
Wesleyan Methodist Mag.	" " " "
Wesleyan Methodist Sunday School Magazine	2-3 Ludgate Circus Buildings, E.C.
<i>Moravian—</i>	
Moravian Messenger	32 Fetter Lane, E.C.
Moravian Missions	" " "
<i>Presbyterian—</i>	
Irish Presbyterian	170 North St., Belfast
Messenger of the Presbyterian Church	P.C.E., 21 Warwick Lane, E.C.
Presbyterian	3-5 Crown Ct., Old Broad St., E.C.
Presbyterian Messenger	21 Warwick Lane, E.C.
Reformer Presbyterian Witness	24 Douglas St., Glasgow
<i>Spiritualism—</i>	
Light	110 St. Martin's Lane, W.C.
Two Worlds	18 Corporation St., Manchester
<i>Swedenborgian—</i>	
Morning Light	Jas. Spiers, 1 Bloomsbury St., W.C.
New Church Magazine	" " " "
New Church Young People's Magazine	18 Corporation St., Manchester
<i>Miscellaneous—</i>	
Across the Seas	73 Bothwell St., Glasgow
Advance	54 Cleveland St., W.
African Tidings	9 Dartmouth St., S.W.
Albion Church Messenger	130 Stamford St., Ashton-under-Lyne
Annals of the Propagation of the Faith	65 Westow Hill, S.E.

NAME.	ADDRESS.
Appeal	62 Paternoster Row, E.C.
Association News	346 Strand, W.C.
At Home and Abroad	17 Bishopsgate St. Within, E.C.
Awake	C.M. House, Salisbury Sq.
Banner of Faith	85 Fleet St., E.C.
Banner of Hope	Tyne & Co., Ltd., Edgeley Works, Stockport
Barnsley Church and School News	J. Vero, Ltd., Market Sq., Barnsley
Believers' Magazine	John Ritchie, Sturrock St., Kil- marnock
Believers' Pathway	11 Bothwell St., Glasgow
Bell News	Simpkin Marshall, 23 Paternoster Row, E.C.
Bible in the World	B. & F.B.S., 146 Queen Victoria St., E.C.
Bible Society's Gleanings	" " " "
Bible Students' Helper	J. Ritchie, Sturrock St., Kil- marnock
Bible Treasury	53 Paternoster Row, E.C.
Bright Words	C.L.C., 47 Paternoster Row, E.C.
British Friend	E. Grubb, 3 George St., Croydon
British Israel Ecclesia	W. T. Wiseman, 10 Knollys Rd., Streatham, W.
British Messenger	Drummond's Tract Dépôt, Stirling, N.B.
British Weekly	Warwick Sq., E.C.
Bulwark	227 West George St., Glasgow
Channels of Blessing	80 Trinity St., Margate
Chart and Compass	680 Commercial Rd., E.
Cheering Words	5 Racquet Ct., Fleet St., E.C.
Children's Gospel Magazine	13 Paternoster Row, E.C.
Children's Paper	35 Paternoster Row, E.C.
Children's Pearl	Caxton Hall, Lampeter
Choir, The	23-35 City Rd., E.C.
Christian	12 Paternoster Buildings, E.C.
Christian Age	Temple House, Tallis St., E.C.
Christian Commonwealth	133 Salisbury Sq., E.C.
Christian Endeavour Times	S.S.U., 57-59 Ludgate Hill, E.C.
Christian Globe	185 Fleet St., E.C.
Christian Herald	6 Tudor St., E.C.
Christian Herald Penny Stories	" " "
Christian Life	5 Fetter Lane, E.C.
Christian Words	25 Change Alley, Sheffield
Christian World	13-14 Fleet St., E.C.
Christian World Pulpit	199 Strand, W.C.

NAME.	ADDRESS.
Church of Ireland Gazette	Church of Ireland Publishing Co., Dublin
Darkness and Light	51 Old Bailey, E.C.
Dawn of Day	S.P.C.K., Northumberland Ave., E.C.
Day of Days	11 Ludgate Sq., E.C.
Defender	517 Katherine Rd., Forest Gate, E.
Dysgedydd, Y.	Hughes Bros., Merrick St., Dolgelly
Earthen Vessel	5 Racquet Ct., Fleet St., E.C.
Ecclesiastical Review	1-4 Paternoster Row, E.C.
Echoes of Service	13-14 Paternoster Row, E.C.
Eleventh Hour	5a Paternoster Row, E.C.
Faith, The	C. E. Brooks, Malvern Link
Faith Links	9 Paternoster Row, E.C.
Foreign Field	52 Long Acre, W.C.
Forward	W. Strain & Sons, Gt. Victoria St., Belfast
Free Sunday Advocate	34 Red Lion Sq., Holborn, W.C.
Friendly Companion	30 Imperial Bldgs., Ludgate Circus, E.C.
Friendly Greetings	R.T.S., 4 Bouverie St., E.C.
Friendly Leaves	3-4 Paternoster Bldgs., E.C.
Friendly Visitor	9 Paternoster Row, E.C.
Glasgow Star and Examiner	18a Little Hamilton St., Glasgow
Good News	Drummond's Tract Depôt, Stirling, N.B.
Good Seed	73 Bothwell St., Glasgow
Good Tidings	73 Farringdon St., E.C.
Gospel Banner	4 Ave Maria Lane, E.C.
Gospel Echo	28 Hemstal Rd., Hampstead, N.W.
Gospel Gleanings	53 Paternoster Row, E.C.
Gospel Messenger	20 Paternoster Row, E.C.
Gospel Standard	30 Imperial Bldgs., Ludgate Circus, E.C.
Gospel Stories	20 Paternoster Row, E.C.
Gospel Trumpet	Drummond's Tract Depôt, Stirling, N.B.
Guardian	29 King St., Covent Garden, E.C.
Guide	Y.M.C.A., 70 Bothwell St., Glasgow
Guild	38 Cardigan Rd., Leeds
Guild Gazette	20 Sir Thomas St., Liverpool
Guildsman	34 Great Castle St., W.
Harvest	Rev. James Corrigan, Bishop's House, Salford
Harvest Field	39 City Road, E.C.
Haul	Caxton Hall, Lampeter
Herald of Salvation	11 Bothwell St., Glasgow

NAME.	ADDRESS.
Home Friend	138 Princes St., Glasgow
Home Words	11 Ludgate Square, E.C.
Homiletic Monthly	1-4 Paternoster Row, E.C.
Homiletic Review	Funk & Wagnalls, Salisbury Sq., E.C.
Hope	25-35 City Road, E.C.
India's Women	27 Chancery Lane, E.C.
Inquirer	3 Essex St., Strand, W.C.
Irish Ecclesiastical Record	24-28 Nassau St., Dublin
Irish Protestant	7 Little Strand St., Dublin
Joyful News	118 Newgate St., E.C.
Kingdom, The	F. Sherlock, Ltd., Caxton House, Westminster, W.
Life of Faith	47 Paternoster Row, E.C.
Liverpool Y.M.C.A. Journal	Y.M.C.A., Mount Pleasant, Liv'pool
Living Waters	118-119 Newgate St., E.C.
Llusern, Y.	Welsh Publishing Co., Carnarvon
Local Preachers' Magazine	125 Fleet St., E.C.
Message from God	T. Weston, 53 Paternoster Row, E.C.
Messenger	Darien Press, Edinburgh
Mission Field	York House, Portugal St., E.C.
Morning Rays	72 Hanover St., Edinburgh
National Church	Church House, Dean's Yard, Westminster, S.W.
Notes on Scripture Lessons	S.S.U., 56 Ludgate Hill, E.C.
Old Paths	56 Alexander Rd., Birmingham
Onward and Upward Magazine	105 King St., Aberdeen
Original Secession Magazine	A. P. Matthew, Edengrove, Moinfeith, N.B.
Our Outlook	Y.M.C.A., 26 George St., Hanover Sq., W.
Our Work at Home and Abroad	C.E.S., 28 Paternoster Row, E.C.
Parish Magazine	The Church Press, 2 Wine Office Ct., Fleet St., E.C.
Pearl of Days	9 Paternoster Row, E.C.
Pilot	R. G. Tyson, 91 Eastgate, Louth Lincs.
Preachers' Magazine	25-35 City Rd., E.C.
Proceedings of the Society of Biblical Archæology	37 Gt. Russell St., W.C.
Prophetic News	6 Tudor St., E.C.
Protestant Alliance	430 Strand, W.C.
Protestant Chronicle	13 Buckingham St., Strand, W.C.
Protestant Observer	47 Paternoster Row, E.C.

NAME.	ADDRESS.
Protestant Pioneer	95 King's Cross Rd., W.C.
Protestant Standard	68 Low Hill, Liverpool
Protestant Woman	47 Paternoster Row, E.C.
Record	2 Red Lion Ct., Fleet St., E.C.
Regions Beyond	83 Bow Rd., Bow, E.
Round the Churches	J. Stan, 16 Wallgate, Wigan
Round the World	C.M.S., Salisbury Sq., E.C.
Scattered Seed and Good News	12 Paternoster Row, E.C.
Scottish Chronicle	111-113 High St., Dumfries
Scottish Standard Bearer	St. Giles' Printing Co., Edinburgh
Sentry, The	A.G.O., Church House, Westminster, S.W.
Sign, The	28 Margaret St., W.
Simple Testimony	12 Paternoster Row, E.C.
South American Missionary Magazine	20 John St., Bedford Row, W.C.
Sower	4 Ave Maria Lane, E.C.
Springtime	Holborn Hall, Gray's Inn Rd., W.C.
Sunday at Home	R.T.S., 4 Bouverie St., E.C.
Sunday Circle	26-29 Bouverie St., E.C.
Sunday Companion	" " " "
Sunday School Chronicle	199 Strand, W.C.
Sunday School Times	13-14 Fleet St., E.C.
Sunday Stories	26-29 Bouverie St., E.C.
Teacher and Preacher	Holborn House, Gray's Inn Rd., W.C.
Tongues of Fire	9 Paternoster Row, E.C.
Vanguard and Crusader	34 Memorial Hill, Farringdon St., E.C.
War Cry	J. B. Lawrie, Judd St., King's Cross, W.C.
Witness	73 Bothwell St., Glasgow
Words of Salvation	20 Paternoster Sq., E.C.
Words of Truth	13 Paternoster Row, E.C.
Y Drysorfa i'r Plant	Welsh Book Agency, Carnarvon
Y Goleuad	R. W. Evans, Publisher, Dolgelly
Y Greal	W. Williams, 3. Regent St., Llan-gollen
Y Llann	Welsh Church Press, Caxton Hall, Lampeter
Y.M.C.A. Beehive	E. Herald, 56 Peter St., Manchester
Yr Athrau	W. Williams, 3 Regent St., Llan-gollen
Young Protestants	47 Paternoster Row, E.C.
Zenana, The	King's Chambers, Portugal St., E.C.
Zion's Witness	5 Racquet Ct., Fleet St., E.C.

NAME.	ADDRESS.
<i>Reviews—</i>	
Blackwood's Magazine	45 George St., Edinburgh
Contemporary Review	Temple House, E.C.
Cosmopolitan	5 Bream's Bldgs., Chancery Lane, E.C.
English Review	11 Henrietta St., Strand, W.C.
Fortnightly Review	
National Review	23 "Ryder" St., St. James', S.W.
New Ireland Review	94 Middle Abbey St., Dublin
Nineteenth Century Review	5 New St. Sq., E.C.
Review of Reviews	Bank Bldgs., Kingsway, W.C.
Westminster Review	51 Old Bailey, E.C.
<i>Roman Catholic</i> (see Religious).	
<i>Romance and Light Reading</i> (see Bits and Selections, also Novelettes).	
<i>Saddlers—</i>	
Saddlery and Harness	Kirby & Sons, Newport St., Walsall, Staffs.
<i>Sanitary and Public Health—</i>	
Good Health	Stanborough Park, Walford
Health	358 Strand, W.C.
Journal of the Royal Sanitary Institute	72 Margaret St., W.
Practitioner	2 Howard St., Strand, W.C.
Public Health	1 Upper Montague St., Russell Sq., W.C.
Sanitary Journal	13 Victoria St., Westminster, S.W.
Sanitary Officer	36-38 Whitefriars St., E.C.
Sanitary Record	5 Fetter Lane, E.C.
<i>Scientific</i> (see also under various Sciences)—	
Academy, The	63 Lincoln's Inn Fields, W.C.
American Journal of Science and Art	43 Gerrard St., W.
Athenæum	Bream's Bldgs., Chancery Lane, W.C.
English Mechanic and World of Science	1 Arundel St., Strand, W.C.
Knowledge and Scientific News	42 Bloomsbury Sq., W.C.
Man	R.A.I., 50 Great Russell St., W.C.
Naturalist	Brown & Sons, Farringdon Ave., E.C.
Nature	Macmillan & Co., St. Martin's St., W.C.
Scientific Monthly	81 Chancery Lane, W.C.
Scientific Roll	P. L. Sharland, 38 Churchfield St., Acton, W.

NAME.	ADDRESS.
<i>Shipping</i> (see also Commercial)—	
Cardiff Shipping Gazette	Duncan & Sons, Publishers, Cardiff
Clyde Bill of Entry	28 Buchan St., Glasgow
Coal Merchant and Shipper	165 Strand, W.C.
Customs (Dublin) Bill of Entry	12 Eden Quay, Dublin
Daily Freight Register	11 Tokenhouse Yard, E.C.
Fairplay	34 Leadenhall St., E.C.
Handy Shipping Guide	133 Cannon St., E.C.
Hartlepool Shipping List	A. Salton, Publisher, West Hartlepool
Leith Burgh's Pilot	23 Lawrie St., Leith
Leith Commercial List	Mackenzie & Storrie, Publishers, Leith
Liverpool Weekly Loading List	7 Rumford St., Liverpool
Lloyd's Weekly Shipping Index	5 New St. Sq., E.C.
Mariner	Effingham House, 1 Arundel St., Strand, W.C.
Mercantile Insurance Gazette	2 Hill St., Belfast
Mercantile Test	42 Gresham St., E.C.
Ocean Traveller	91-93 Leadenhall St., E.C.
Shipchandler, The	55 Spencer St., Clerkenwell, E.C.
Shipping and Mercantile Gazette	5 New St. Sq., E.C.
Shipping Gazette	
Shipping World	"Effingham" House, Arundel St., Strand, W.C.
Steamship	2 Custom House Chambers, Leith
Sunderland Daily Shipping News	Sunderland
Sunderland Daily Echo	"
Syren and Shipping	93 Leadenhall St., E.C.
Tees Shipping List	Jordison & Co., Publishers, Middlesbrough
Transit	10a Bishop Lane, Hull
Scouts—	
Boy Scouts Headquarters Gazette	J. Brown & Sons, Publishers, Glasgow
Scout, The	C. A. Pearson, Ltd., Henrietta St., W.C.
<i>Shorthand and Typewriting</i> —	
Oxford Shorthand Chronicle	Oxford Shorthand Co., Dover
Phonographer	1 Amen Corner, E.C.
Phonographic Monthly	The Phono Co., Elgin

NAME.	ADDRESS.
Pitman's Journal	1 Amen Corner, E.C.
Pitman's Shorthand Weekly	" " "
Script Phonographic Jnl.	61-62 Chancery Lane, E.C.
Shorthand Budget	1 Amen Corner, E.C.
Shorthand Gazette	" " "
<i>Society—</i>	
Black and White	63 King St., E.C.
Bladud	J. B. Keene & Co., Publishers, Bath
Brighton and Hove Society	34 Ship St., Brighton
Bystander	Tallis St., E.C.
Chatter	39 New Bridge St., E.C.
Cheltenham Looker-On	2 Montpelier Walk, Cheltenham
Clifton Society	J. B. Keene & Co., Publishers Bristol
Court Journal	34-35 Norfolk St., Strand, W.C.
Edgbastonia	15 Livery St., Birmingham
Gentleman's Journal	25 Shaftesbury Ave., W.
Gentlewoman	70-77 Long Acre, W.C.
Graphic	Tallis St., E.C.
Hearth and Home	10-11 Fetter Lane, E.C.
Illustrated London News	195 Strand, W.C.
Irish Society and Social Review	12 D'Oller St., Dublin
Ladies' Field	3-13 Southampton St., W.C.
Lady	39-40 Bedford St., W.C.
Lady's Pictorial	172 Strand, W.C.
Lady's World	6 Essex Street, Strand, W.C.
Looking Glass	149 Fleet St., E.C.
M.A.P.	19 Henrietta St., W.C.
Madame	20-21 Essex St., W.C.
Mayfair	9-15 Oxford St., W.C.
Modern Man	19-23 Tudor St., E.C.
Modern Society	18 Kirby St., Hatton Garden, E.C.
Nomad's Weekly	32 Berry St., Belfast
Onlooker	16 Bedford St., Strand, W.C.
Outlook	167 Strand, W.C.
Pelican	10-11 Fetter Lane, E.C.
Queen	Bream's Bldgs., Fetter Lane, E.C.
Sketch	195 Strand, W.C.
Smart Society	6 Temple Lane, E.C.
Sphere	Great New St., E.C.
Tatler	" " "
Throne and Country	20-21 Essex St., Strand, W.C.
Truth	10 Bolt Ct., Fleet St., E.C.
Vanity Fair	Avenue Chambers, 42 Bloomsbury Sq., E.C.
West, The	6 Temple Lane, E.C.

NAME.	ADDRESS.
Whitehall Review	163 St. Stephen's House, S.W.
World	1 York St., Covent Garden, W.C.
<i>Socialist</i> (see also Politics)—	
Civil Service Socialist	60 Doughty St., W.C.
Clarion	44 Worship St., E.C.
Commonwealth	3-4 Paternoster Bldgs., E.C.
Justice	37a Clerkenwell Green, E.C.
Labour Leader	30 Blackfriars St., Manchester
Liberty	A.S.U., 58 Victoria St., S.W.
Social Democrat	37a Clerkenwell Green, E.C.
Socialist Review	30 Blackfriars St., Manchester
Socialist Standard	10 Sandland St., W.C.
Worker, The	47 Market St., Huddersfield
<i>Society of Friends</i> (see Religious).	
<i>Sports and Pastimes</i> —	
Athletic News	Withy Grove, Manchester
Badminton Gazette	3 Onslow Ave., Richmond, Surrey
Badminton Magazine	8 Henrietta St., W.C.
Baily's Magazine	8 Bream's Bldgs., E.C.
Bowling	9-11 Tottenham St., W.
Boxing	12 Burleigh St., Strand, W.C.
Boxing World	13 Bread St., Queen Victoria St., E.C.
Cork Sportsman	16 Bridge St., Cork
Country Life	3-13 Southampton St., Strand, W.C.
Countryside Monthly	210 Strand, W.C.
County Gentleman	36-38 Southampton St., Strand, W.C.
Field	Bream's Bldgs., E.C.
Fur, Sport and Spiele	170 Fleet St., E.C.
Gamekeeper	Gilbertson & Page, Publishers, Hertford
Golf Illustrated	367 Strand, W.C.
Golfer, The	5 Bury St., St. Mary Ave., E.C.
Golfing	17 Bouverie St., E.C.
Illustrated Sporting and Dramatic News	172 Strand, W.C.
Irish Field	"Irish Times" Office, Dublin
Lawn Tennis	353 Strand, W.C.
Loch to Loch Times	9 Arundel St., W.C.
Midland Sporting Gazette	Nottingham
Mirror of Life	10 Bread St., Queen Victoria St., E.C.
New World of Billiards	Oldhams, Long Acre, W.C.
Pelican	10-11 Fetter Lane, E.C.
Polo Monthly	Craven House, Kingsway, W.C.
Potteries Sporting News	Hitchings & Sons, Hanley, Staffs.

NAME.	ADDRESS.
Racing Calendar	6 Old Burlington St., W.
Racing Pigeon	19 Doughty St., W.C.
Rifleman	11 Queen Victoria St., E.C.
Rinker, The	25 Temple Chambers, E.C.
Rinking World	58-59 Ave. Chambers, Bloomsbury Sq., E.C.
Road	11 Ludgate Hill, E.C.
Scottish Referee	67 Hope St., Glasgow
Shooting Times	72-77 Temple Chambers, E.C.
Sport and Play	Lucifer House, Lionel St., Birmingham
Sporting Chronicle	Withy Grove, Manchester
Sporting Illustrated	12 D'Olier St., Dublin
Sporting Life	148 Fleet St., E.C.
Sporting Luck	Whitefriars St., E.C.
Sporting Mail	J. Feeney & Co., Birmingham
Sporting Times	30-32 Fleet St., E.C.
Sporting World	98 Shoe Lane, E.C.
Sports Argus	188 Corporation St., Birmingham
Sports Trades	170 Fleet St., E.C.
Sportsman	139-140 Fleet St., E.C.
Sportsman's Guide	139 Fleet St., E.C.
Sunday Chronicle	Withy Grove, Manchester
Trotting World	Scrubb's Lane, Willesden Junc., N.W.
Umpire	Umpire Publishing Co., Ltd., Manchester
Winning Post	30 Henrietta St., W.C.
World of Golf	The Grove, Southwark St., S.E.
<i>Stamp Collecting—</i>	
British Philatelist	52 Chancery Lane, E.C.
Collectors' Journal	Philatelic Printing Co., Rotherham
Ewen's Weekly Stamp News	39 Palace Sq., Norwood
Herdman's Miscellany	88 Prince's St., Bishop Auckland
London Philatelist	4 Southampton Row, W.C.
Philatelic Chronicle	Philatelic Publishing Co., Handsworth, Birmingham
Philatelic Exchange and Mart	2 Smith St., Guernsey
Philatelic Journal	68 High Holborn, W.C.
Philatelic Record	8 Arngask Rd., Catford, S.E.
Postage Stamp	1 Amen Corner, E.C.
Stamp Collectors' Fortnightly	63-64 Chancery Lane, E.C.
Stamp Collectors' Journal	Guildhall St., Bury St. Edmunds
Stanley Gibbons' Monthly	391 Strand, W.C.
West End Philatelist	4-5 Royal Avenue, Old Bond St., W.

NAME.	ADDRESS.
<i>Stationery Trade</i> —	
British and Colonial Printer and Stationer	58 Shoe Lane, E.C.
Fancy Goods Journal	570 Ludgate Hill, E.C.
Fancy Goods Review	47 Cannon St., E.C.
Stationer and Fancy Trades Register	160a Fleet St., E.C.
Stationers' Gazette	Exeter House, Exeter St., W.C.
Stationery Trades Journal	12 Warwick Lane, E.C.
Stationery World	47 Cannon St., E.C.
<i>Stenography</i> (see Shorthand).	
<i>Stocks and Shares</i> (see Finance and Investments).	
<i>Suffragettes</i> (see also Politics)—	
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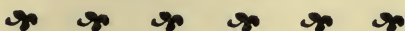
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